

ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД УКООПСІЛКИ
«ПОЛТАВСЬКИЙ УНІВЕРСИТЕТ ЕКОНОМІКИ І ТОРГІВЛІ»
Кафедра ділової іноземної мови

**Навчально-методичний посібник для самостійного вивчення
навчальної дисципліни «Ділова іноземна мова в туристичному
бізнесі» за кредитно-модульною системою організації навчального
процесу для студентів напряму підготовки 6.140103 «Туризм»**

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ВСТУП

Розширення та якісні зміни характеру міжнародних зв'язків України, інтернаціоналізація усіх аспектів суспільного життя перетворюють англійську мову у активний засіб забезпечення ефективної діяльності фахівця в ринкових умовах господарювання. Це потребує підготовки висококваліфікованих конкурентоспроможних з глибокими знаннями іноземної мови.

Особливістю сучасної професійної освіти є її ступінчастість, послідовність, продовжуваність. Система професійної освіти повинна сприяти підготовці спеціаліста до успішної професійної кар'єри. Навчальний курс розрахований на майбутніх спеціалістів, які засвоїли повний курс базової іноземної мови, опанували граматику іноземної мови, мають певний лексичний запас для вільного спілкування на повсякденні теми.

Головне призначення іноземної мови як освітньої галузі — стати засобом спілкування завдяки сформованим навичкам та умінням у всіх складових мовленнєвої діяльності: говорінні, аудіюванні, читанні та письмі. У свою чергу сформована мовленнєва компетенція забезпечує доступ до інших національних культур, а отже, до світової культури, що є суттєвим внеском у піднесення рівня гуманітарної освіти та розширення загального світогляду студентів.

Мета і завдання дисципліни

Предметом дисципліни є література за фахом, бізнесова термінологія, стандарти ділової кореспонденції та ділового спілкування.

Метою вивчення курсу є удосконалення умінь і навичок читання оригінальної літератури за фахом, формування навичок проходження співбесіди з метою працевлаштування, складання резюме, листів та інших ділових документів за допомогою комп'ютера, активізація мовленнєвих навичок ведення презентацій, ділових переговорів, розмов по телефону та листування на рівні вимог міжнародних стандартів.

Метою програми є вироблення навичок практичного володіння іноземною мовою в обсязі тематики, передбаченої програмою.

Для формування мовленнєвих навичок студенти повинні оволодіти:

- термінологією, фразеологією та ідіоматичними виразами
- фахового спрямування з метою розуміння, правильного трактування та аналізу оригінальної літератури;

- граматичними структурами найбільш широкого вживання в спеціальній літературі, в усному та письмовому спілкуванні як на фахову, так і на соціально-побутову тематику;
- етикою мовного спілкування для ведення дискусій, переговорів, презентацій, співбесід;
- структурою, мовою та особливостями ділових документів;
- правилами користування та мовою Інтернет.

Освітня роль курсу уможливорює залучення до інформаційних джерел за допомогою іноземної мови, набуття навичок роботи з неадаптованою літературою, опанування уміннями спілкування з зарубіжними колегами в усній і письмовій формах, підвищення загальної культури та культури мови, розвиток мислення, лінгвістичних і творчих здібностей студентів.

НАВЧАЛЬНА ПРОГРАМА ДИСЦИПЛІНИ

№	Назва модуля	Назва розділу, з якого виносяться питання на самостійне опрацювання	Перелік завдань, що виконуються студентом самостійно	Література (порядковий номер за переліком)	Засоби поточного контролю знань
1	2	3	4	5	6
1.		Entry test			Entry test
2.	Module 1. People and Jobs	Unit 1. Describing jobs.	Starting up Listening ex. A,B,C Reading ex. A,B,C	1, 2, 3, 4	Written task
3.		Unit 2. Inviting, asking, and answering.	Vocabulary: ex. A,B Language review. : ex. A, B, C, D	1, 2, 3, 4	Oral practice Vocabulary check
4.	Module	Unit 3.	Reading	1, 2, 3, 4	Written

	2. Meeting people	Talking to guests.	ex. A,B,C,D Skills Managing telephone calls ex. A,B,C,D		task
5.		Unit 4. Promising, giving advice, offering help.	Case Study	1, 2, 3, 4	Presentation
6.	Module 3. Business Matters	Unit 5. Talking about the past.	Practice file	1, 2, 3, 4	Vocabulary check Oral practice Written task
7.		Unit 6. Reporting. Promising.	Starting up ex A, B,C Vocabulary: ex. A, B, C, Listening Past Tenses: ex. A,B,C	1, 2, 3, 4	Vocabulary check Oral practice
8.		Unit 7. Giving orders. Expressing conditions.	Reading ex A,B, C Language review ex. A,B,	1, 2, 3, 4	Written task
9.	Module 4. Correspondence	Unit 8. Making requests. Expressing necessity.	Discussion Skills A,B	1, 2, 3, 4	Vocabulary check Discussion written task
10.		Unit 9. Talking about the future.	Discussion Skills A,B	1, 2, 3, 4	Vocabulary check Discussion

					written task
11.		Unit 10. Revision	Discussion	1, 2, 3, 4	Vocabulary check Discussion written task

ТЕМАТИЧНИЙ ПЛАН НАВЧАЛЬНОЇ ДИСЦИПЛІНИ

№ з/п	Назва розділу, модуля, теми	Кількість годин за видами занять			
			аудиторні	позааудиторні	
		разом	практичні	індивідуально-консультативна робота	Самостійна робота
1.	Module 1. People and Jobs				
	Unit 1. Describing jobs.	23	14	2	7
	Unit 2. Inviting, asking, answering	21	10	3	8
		44	24	5	15
	Module 2. Meeting people				
	Unit 3. Talking to guests.	23	14	2	7
1.	Unit 4. Promising, giving advice, offering help.	23	12	3	8
		46	26	5	15
	2.	Module 3. Business Matters			
2.	Unit 5. Talking about the past.	15	8	2	5
	Unit 6. Reporting. Promising.	16	10	1	5

	Unit 7. Giving orders. Expressing conditions.	15	8	2	5
		46	26	5	15
	Module 4. Correspondence				
	Unit 8. Making requests. Expressing necessity.	15	8	2	5
	Unit 9. Talking about the future.	15	8	2	5
	Unit 10. Revision	14	8	1	5
		44	24	5	15
	Всього:	180	100	20	60

МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО САМОСТІЙНОГО ВИВЧЕННЯ НАВЧАЛЬНОЇ ДИСЦИПЛІНИ

1.1. Методичні поради до вивчення теми

1. Recommendations to students

Course aims

Market Leader is an extensive new Business English course designed to bring the real world of international business into the language teaching classroom. It has been developed in association with the *Financial Times*, one of the world's leading sources of professional information, to ensure the maximum range and authenticity of business content.

The course is intended for use either by students preparing for a career in business or by those already working who want to improve their English communication skills.

Market Leader combines some of the most stimulating recent ideas from the world of business with a strongly task-based approach. Role plays and case studies are regular features of each unit. Throughout the course students are encouraged to use their own experience and opinions in order to maximise involvement and learning.

An essential requirement of Business English materials is that they cater for the wide range of needs which students have, including different areas

of interest and specialisation, different skills needs and varying amounts of time available to study. Market Leader offers teachers and course planners a unique range of flexible materials to help meet these needs. This book makes suggestions on how to use the unit material extensively or intensively and indicates how the material in the Practice File integrates with the Course Book. There are optional extra components including *Business Grammar and Usage*, videos and a series of special subject books to develop vocabulary and reading skills. This book contains extensive extra photocopiable material in the Text bank and the Resource bank.

2. The main course components

Course Book

This provides the main part of the teaching material, divided into 12 topic-based units, plus four revision units. The topics have been chosen following research among teachers to establish the areas of widest possible interest to the majority of their students. The Course Book provides input in reading, speaking and listening, with guidance for writing tasks as well. Every unit contains vocabulary development activities and a rapid review of essential grammar. There is a regular focus on key business functions, and each unit ends with a motivating case study to allow students to practice language they have worked on during the unit. For more details on the Course Book units, see Overview of a Course Book unit below.

Learning. Additionally, the Practice File provides regular self-study pronunciation work (with an audio CD and exercises), and a valuable survival language section for students when traveling.

Audio materials

All the listening activities from the Course Book (interviews with business practitioners and input for other activities such as role plays and case studies) and the Practice File (pronunciation exercises) are available on cassettes and audio CDs, depending on the user's preference.

3. Overview of a Course Book unit

A typical unit consists of the following sections:

Starting up

Students have the opportunity to think about the unit topic and to exchange ideas and opinions with each other and with the teacher. There is a variety of stimulating activities such as answering quiz questions, reflecting on difficult decisions, prioritizing options and completing charts. Throughout, students are encouraged to draw upon their life and business experience.

Vocabulary

Essential business vocabulary is presented and practiced through a wide variety of creative and engaging exercises. Students learn new words, phrases and collocations, and are given tasks which help to activate the vocabulary they already know or have just learnt.

There is further vocabulary practice in the Practice File.

Discussion

There are a number of discussion activities in the book. Their main purpose is to build up students' confidence in expressing their views in English and to improve their fluency.

Using the course. Reading

Students read interesting and relevant authentic texts from the *Financial Times* and other business sources. They develop their reading skills and acquire essential business vocabulary. The texts provide a context for language work and discussion later in the unit.

Listening

The authentic listening texts are based on interviews with businesspeople and experts in their field. Students develop their listening skills such as prediction, listening for specific information and note taking.

Language review

These sections develop students' awareness of the common problems at pre-intermediate level. They focus on accuracy and knowledge of key areas of grammar. If students already know the grammar point, this section works as a quick check for them and the teacher. If they need more explanation, they are referred to the Grammar reference at the end of the Course Book.

There is further grammar practice in the Practice File and in *Business Grammar and Usage* (see Extending the course below).

Skills

This section helps learners to develop their communication skills in the key business areas of presentations, meetings, negotiations, telephoning and social English. Each section contains a Useful language box, which provides students with the support and phrases they need to carry out the business tasks in the regular role play activities.

Case studies

Each unit ends with a case study linked to the unit's business topic. The case studies are based on realistic business problems or situations and are designed to motivate and actively engage students. They use the language and communication skills which they have acquired while working through

the unit. Typically, students will be involved in discussing business problems and recommending solutions through active group work.

All of the case studies have been developed and tested with students in class and are designed to be easy to present and use. No special knowledge or extra materials are required. For teaching tips on making the best use of the case studies, see Case studies that work below.

Each case study ends with a realistic writing task. These tasks reflect the real world of business correspondence and will also help those students preparing for Business English exams. Models of writing text types are given in the Writing file at the end of the Course Book.

Authenticity of content

One of the principles of the course is that students should deal with as much authentic content as their language level allows. Authentic reading and listening texts are motivating for students and bring the real world of business into the classroom, increasing students' knowledge of business practice and concepts. Due to its international coverage the *Financial Times* has been a rich source of text and business information for the course.

The case studies present realistic business situations and problems, and the communication activities based on them - group discussions, simulations and role plays - serve to enhance the authenticity of the course.

Flexibility of use

Demands of Business English courses vary greatly, and materials accordingly need to be flexible and adaptable. Market Leader has been designed to give teachers and course planners the maximum flexibility. The course can be used either extensively or intensively. At the beginning of each unit in this book are suggestions for a fast route through the unit if time is short. This intensive route focusses mainly on speaking and listening skills. If the teacher wants to extend this concentration on particular skills, optional components are available in the course (see Extending the course below).

Business Grammar and Usage

For students needing more work on their grammar, this book provides reference and practice in all the most important areas of Business English usage. It is organised into structural and functional sections.

1.3. Термінологічний словник

1.3. Glossary of business terms

absenteeism *n* the problem of employees not being at work when they should be

accessory *n* a small thing that you add to a house, clothes etc to make them look more attractive

ad *n* an informal word for advertisement

administration *n* the activity of managing and organizing the work of a company or organization

advert *n* BrE an informal word for advertisement

advertise *v* 1 to tell people publicly about a product or service in order to persuade them to buy it

2 to inform people publicly that a job is available and invite them to apply for it

advertising campaign *n* an organization's programme of advertising activities over a particular period with specific aims, for example to increase sales of a product

agenda *n* 1 a list of the subjects to be discussed at a meeting

2 the things that someone considers important or that they are planning to do something about

application *n* 1 a formal, usually written, request for something, especially a job, a place at university, or permission to do something

2 a practical use for something

3 a piece of software for a particular use or job

apply *v* 1 to make a formal, usually written request for something, especially a job, a place at university, or permission to do something

2 to use something such as a law or an idea in a particular situation, activity, or process

appoint *v* to choose someone for a particular job

approximate *adj* an approximate amount, number etc is a little more or a little less than the exact amount, number etc – **approximately** *adv*

assertive *adj* behaving in a confident way in order to get what you want

asset *n* 1 something of value belonging to a person or company that has value or the power to earn money

2 **assets** the property, equipment etc owned by a business considered together, as shown in its balance sheet

award *n* a prize for good performance in a particular activity

background *n* someone's past, for example their education, qualifications, and the jobs they have had

2 information about events in the past that explain the current situation

balance of trade *n* the difference between the value of a country's exports and its imports

balance sheet *n* a document showing a company's financial position at a particular time

bargain *n* 1 something you buy cheaply or for less than its usual price

2 an agreement between two people to do something in return for something else

bargain *v* to discuss the conditions of a sale, agreement etc in order to get the greatest advantage for yourself – **bargaining** *n*

benchmark *n* 1 something that can be used as a comparison to judge or measure other things

2 a good performance in a particular activity by one company that can be used as a standard to judge the same activity in other companies –

benchmark *v*, **benchmarking** *n*

board also **board of directors** *n* the group of people who have been elected by shareholders to manage a company

bond *n* a financial certificate showing an amount borrowed by an organization or government at a particular rate of interest for a particular period

bonus *n* an extra amount of money added to an employee's wages, usually as a reward for doing difficult work or for doing their work well

branch *n* an individual bank, office, shop etc that is part of a larger organization

brand *n* a name given to a product or group of products by a company for easy recognition

brand *v* to give a name to a product or group of products for easy recognition – **branding** *n*

bribery *n* dishonestly giving money to someone to persuade them to do something to help you – **bribe** *n*

capacity *n* 1 the amount of space that a container, room etc has

2 the amount of something that a company, factory etc can deal with or produce

career ladder *n* all the increasingly important jobs that someone has, or would like to have, as they get older

cash *n* money, especially money that is immediately available in banknotes, coins, bank accounts etc

cash flow also **cashflow** *n* 1 the amounts of money coming into and going out of a company, and the timing of these

2 profit made during a particular period, measured in different ways by different businesses

chain *n* a number of shops, hotels, or cinemas belonging to the same organization

chamber of commerce *n* an organization made up of businesspeople in a particular place, that helps businesses with advice, support etc

charge *n* 1 the amount of money you have to pay for goods or services

2 **be in charge of smth** to be the person who controls or manages an activity or a group of people

charge *v* to ask someone to pay a particular amount of money for something

chief executive *n* the manager with the most authority in the day-to-day management

Chief Executive Officer (CEO) *n* the title of the manager with the most authority in the day-to-day management of a company, used especially in the US. The job of CEO is sometimes combined with that of president

commission *n* an amount of money paid to someone according to the value of goods, services, investments etc they have sold

compensation *n* 1 an amount paid to someone because they have been hurt or harmed

2 the total amount of pay and benefits that an employee receives, especially a high-level manager

compete *v* if a company, country etc competes with others, it tries to persuade people to buy its products or services rather than those of the others

competition *n* 1 a situation where businesses or countries are competing with each other

2 an event where people have to answer questions etc in order to win prizes

competitive *adj* used to describe situations where companies, countries etc are competing

2 a competitive price is similar to or less than other companies' prices

competitive advantage *n* something that helps you to be better or more successful than others

competitor *n* a person, product, company, country etc that is competing with another

consumer *n* a person who buys products or services for their own use, rather than to use in business or to resell

consumer behaviour *BrE* **consumer behavior** *AmE* how, why, where, and when consumers buy things, and the study of this

counseling *BrE* **counseling** *AmE* when people are given advice to help them in a difficult situation

counselor *BrE* **counselor** *AmE* someone whose job is to give counseling

counterpart *n* your counterpart is someone with the same job as you in another organization

create *v* to make something that did not exist before

currency *n* the money used in a particular country

customer loyalty *n* when customers continue to buy a particular company's product, and do not change to other companies' products

customer relationship management (CRM) *n* a company's activities to keep its customers satisfied, find out more about their needs etc

cyberspace *n* all the sites, services etc on the Internet

debt *n* 1 an amount of money that is owed

2 the state of owing money

3 money borrowed by a company in the form of loans and bonds, rather than shares

decline *v* 1 if an industry or country declines, it becomes less profitable, productive etc

2 if sales, output, production etc decline, they become less – **decline** *n*

decrease *v* 1 if an amount, level etc decreases, it goes down

2 if you decrease an amount, level etc, you reduce it – **decrease** *n*

delegate *v* to give part of your power or work to some one who is at a lower level in the organization – **delegation** *n*

deliver *v* to take goods to a place

2 to produce results – **delivery** *n*

demand *n* 1 spending on goods and services by companies and people

2 the total amount of a type of a type of goods or services that people or companies buy in a particular period

3 the total amount of a type of goods or services that people or companies would buy if they were available

deputy *n* someone in an organization who is immediately below someone else, and who does their work when they are not there – **deputy** *adj*

devaluation *n* when the value of a country's currency goes down or is reduced by the government, in relation to other currencies

distribute *v* to supply goods to shops, customers etc – **distribution** *n*

distributor *n* a business that makes goods available either to shops or directly to buyers

drive *n* 1 someone's energy, motivation, and ability to work hard

2 an effort to improve or increase the level of something

drive *v* 1 to control a train, car etc

2 if an activity is driven by something, it is influenced by it and depends on it

durable *adj* if something is durable, it lasts a long time – **durability** *n*

earnings *n* 1 the money that a person or particular group of people earn in a particular period

2 the profit made by a company in a particular period, or by companies in general

economically *adv* 1 in a way that relates to the economy, business etc

2 in a way that makes a profit

3 in way that uses time, money, goods etc carefully and without wasting any

employ *v* to pay someone to work for you in a particular job

employee loyalty *n* when employees like working for a particular company, work hard, and do not want to leave

employment *n* 1 work that you do to earn money

2 the number of people in an area, industry etc that have jobs, the type of jobs, they have etc

e-tailer *n* a person or organization that sells goods to the public on the Internet

executive *n* someone with an important job as a manager in an organization

expand *v* 1 to become larger in size, amount, or number, or to make something larger in size, amount, or number

2 if a company expands, it increases its sales, areas of activity etc –

expansion *n*

expense *n* 1 one of the costs of a particular activity

2 **expenses** money that an employee spends while they do their job, for example on travel and food, and which their employer then pays back

facility *n* 1 a place or large building which is used to make or provide a particular product or service

2 **facilities** special building or equipment that have been provided for particular use, such as sports activities, shopping, or traveling

finance *v* to give or lend money for a particular project, activity etc

firm *n* a company

fleet *n* a fleet of cars, trucks etc is all the cars etc that a company owns

flexible *adj* 1 a person, plan etc that is flexible can change or be changed easily to suit any new situation

2 if arrangements for work are flexible, employers can ask workers to do different jobs, work part-time rather than full-time, give them contracts for short periods etc. Flexible working also includes job-sharing and working from home – **flexibility** *n*

flexitime *BrE* **flexitime** *AmE* *n* a system in which people who work in a company do a fixed number of hours each week, but can choose what time they start or finish work within certain limits

focus group *n* a group of people brought together to discuss their feeling and opinions about a particular subject. In market research, focus groups discuss their opinions of products, advertisements, companies etc

forecast¹ *n* a description of what is likely to happen in the future, based on information available now

forecast² *v* *past tense and past participle* **forecast** or **forecasted** to state what is likely to happen in the future, based on information available now

found *v* to start a new activity, organization etc – **founder** *n*

globalization also **-isation** *BrE* the tendency for the world economy to work as one unit, led by large international companies doing business all over the world

goods *n* things that are produced in order to be used or sold

gross domestic product (GDP) *n* the total value of goods and services produced in a country's economy, not including income from abroad

grow *v* *past tense* **grew** *past participle* **grown** **1** to increase in amount, size, or degree **2** if you grow a business activity, you make it bigger

growth *n* an increase in size, amount, or degree

headquarters *n* the head office or main building of an organization – **headquartered** *adj*

high-tech also **hi-tech** *adj* high-tech companies, activities etc use advanced equipment and techniques

hire *v* if a company hires new employees, it recruits them **2** if you hire a car, boat etc you pay to use it for a particular period

human resources *n* **1** an organization's employees, with their abilities and skills

2 (HR) the administration of a company's employees, including recruitment, salary systems etc

human rights *n* the basic rights that people have to be treated fairly and equally, especially by their government

image *n* 1 a picture, photograph etc 2 all the ideas that people have about a product, person etc, considered together

incentive *n* something which is used to encourage people, especially to make them work harder, produce more or spend more money

income *n* 1 the amount that a person earns in a particular period

2 the profit made by a company within a particular period

infrastructure *n* 1 the basic systems and structures that a country needs to make economic activity possible, for example transport, communications, and power supplies

2 the basic systems and equipment needed for an industry or business to operate successfully or for an activity to happen

innovate *v* to design and develop new and better products – **innovator** *n*

innovation *n* 1 a new idea, method, or invention 2 the introduction of new ideas or methods

innovative *adj* 1 an innovative product, method, process etc is new, different, and better than those that existed before

2 using clever new ideas and methods – **innovatively** *adv*

insurance *n* an arrangement where a company collects money from a person or organization and, in return, promises to pay them money if they are ill, have an accident cause harm to others etc

interest rate *n* the cost of borrowing money, expressed as a percentage over a particular period such as a month or year

interpreter *n* someone who translates what someone says from one language into another, especially as their job

inventory *n* the American word for stocks of goods

invest *v* 1 to put money into a business activity, hoping to make a profit

2 to buy shares, bonds etc, hoping to make a profit – **investment** *n*

invoice *n* a document sent by a supplier to a customer showing how much they owe for particular goods or services

issue *n* 1 something that must be discussed, decided etc 2 a magazine or newspaper appearing on a particular date

join *v* if you join a company, you start working for it

joint venture *n* a business activity in which two or more companies have invested together

labor union *n* *AmE* an organization representing people working in a particular industry or profession, especially in meetings with their employers

labour *BrE*, **labor** *AmEn* 1 the work performed by the people in a company, country etc 2 the people doing this work considered as a group

labour force *BrE*, **labor force** *AmE* another name for workforce

launch ¹ *v* to show or make a new product available for sale for the first time ² to start a new company ³ to start a new activity, usually after planning it carefully

launch ² *n* 1 an occasion at which a new product is shown or made available for sale or use for the first time

2 the start of a new activity or plan

liability *n* 1 an amount of money owed by a business to a supplier, lender, or other creditor

2 **liabilities** the amounts of money owed by a business considered together, as shown in its balance sheet

3 a person's or organization's responsibility for loss, damage, or injury caused to others or their property or for payment of debts

licensing agreement *n* an arrangement where one company gives permission to another to make products based on its ideas

lifecycle also **life-cycle** *n* the different stages in the existence of a product, from its design and launch, through to the time when it is discontinued (=no longer sold)

limited company also **limited liability company** *n* a company where individual shareholders lose only the cost of their shares if the company goes bankrupt, and not other property they own

liquidation *n* if a company goes into liquidation, it stops operating and all its remaining assets are sold

loan *n* an amount of money that is lent, usually in return for interest until the money is repaid

logo *n* a design or way of writing its name that a company or organization uses as its official sign on its products, advertising etc

losing 1 to stop having something any more, or to have less of it

2 to have less money than you had before or to spend more money than you are receiving

3 **lose something (to sb/sth)** to have something such as a contract or customers taken away by someone or something

loss *n* the fact of no longer having something that you used to have

maintenance *n* the work, repairs etc required to keep something in good condition

managing director (MD) in the UK, the manager with the most authority in the day-to-day management of a company.

marketing *n* activities to design and sell a product or service by considering what customers want, how much they are willing to pay, where they want to buy it etc

marketing mix *n* the combination of marketing actions often referred to as product, price, place, and promotion: selling the right product, through appropriate distribution channels, and at the right price in relation to other products so that the company makes a profit, with the correct support in terms of advertising etc

market share *n* the sales of a particular company in a market, expressed as a percentage of the total sales

mentor *n* an experienced person who gives advice to less experienced people to help them in their work

merchandise *n* goods that are produced in order to be sold, especially goods that are sold in a store

merger *n* an occasion when two or more companies, organizations etc join together to form a larger company etc

net ¹ *adj* a net amount of money is the amount that remains after costs, taxes etc have been taken away

net ² also **Net** *n* the Internet

network *n* a group of people, organizations, offices etc that work together

niche also **niche market** *n* a market for a product or service, perhaps an expensive or unusual one that does not have many buyers but that may be profitable for companies who sell it

online also **on-line** *adj, adv* involving the use of the Internet to obtain and exchange information, buy goods etc

outlet *n* a shop or other organization through which products are sold

overdraft *n especially BrE* an arrangement between a bank and a customer allowing them to take out more money from their account than they had in it

parent company *n* a company that owns more than half the shares in another

payback period *n* the length of time that it takes to get back the investment put into a particular project, and to start making a profit

payment system *n* the arrangements for paying employees in a particular company including bonuses, overtime etc

pie chart *n* a drawing of a circle divided into several sections, where the size of each section represents an amount as a percentage of the whole

plc abbreviation for public limited company

promote *v* 1 to help something develop and grow

2 to give someone a more important job or rank in an organization

3 to sell a product using advertising, free gifts etc

promotion *n* a move to a more important job or rank in a company or organization

public limited company *n* in the UK, a form of limited company whose shares are freely sold and traded

public sector *n* all the companies and business activities owned and controlled by the government of a particular country, considered as a group

purchase *n* the act of buying something, or the thing that you buy – **purchase** *v* – **purchasing** *n*

R and D *n* research and development; the part of a business concerned with studying new ideas and developing new products

recruit ¹ *v* to find new people to work for an organization, do a job etc

recruit ² *n* someone who has recently joined a company or organization

redundancy *n* *especially BrE* when someone loses their job in a company because the job is no longer needed

refund *n* a sum of money that is given back to you if, for example, you are not satisfied with something you have bought – **refund** *v*

relationship *n* the behaviour and feelings of two or more people, companies etc that work together

reliable *adj* someone or something that is reliable can be trusted or depended on – **reliability** *n*

relocate *v* if a company or workers relocate or are relocated, they move to a different place – **relocation** *n*

rep *n* an informal name for sales representative

representative *n* someone chosen to speak or make decisions for another person or group of people

resign *v* to officially leave a job, position etc usually through your own choice, rather than being told to leave

retail *v* to sell goods to the general public in shops etc – **retailing** *n*

retailer *n* a business that sells goods to members of the public

retail outlet *n* a shop through which products are sold to the public

retain *v* if a company retains its customers or employees, they continue to buy from or work for the company, and do not go elsewhere – **retention** *n*

rights *n* the freedom and advantages that everyone should be allowed to have – see also human rights

rise *n* an increase in number, amount, or value

sack *v* **give sb the sack/get the sack** to tell someone to leave their job or to be told to leave your job

schedule *n* a plan or timetable for doing something

sector *n* a particular industry or activity or group of industries etc

segment *n* a part of the economy of a country or a company's work

2 market segment a group of customers that share similar characteristics, such as age, income, interests, social class etc

3 market segment the products in a particular part of the market

share *n* 1 one of the parts into which ownership of a company is divided

2 market share the sales of a particular company in a market, expressed as a percentage of the total sales

shareholder *n* a person or organization that owns shares in a company

shareholder value *n* the idea that companies should produce the best possible profit for their shareholders, and that one of the main jobs of management is to ensure this

slogan *n* an easily remembered phrase used to express a particular idea, for example in an advertisement

smart *adj* 1 intelligent 2 attractive 3 well-dressed 4 relating to technology that does things in an efficient way

spreadsheet *n* a computer program that shows rows and columns of figures, and allows calculations to be done on them

stock *n* 1 one of the shares into which ownership of a company is divided, or these shares considered together

2 also **stocks** a supply of a commodity that has been produced and is kept to be used when needed 3 a supply of raw materials or parts before they are used in production, or a supply of finished goods. 4 a supply of goods, kept for sale by a shop or other retailer

stock market also **stockmarket** *n* a place or computer system where bonds, shares etc are bought and sold

subsidiary also **subsidiary company** *n* a company that is least half-owned by another company, its parent company

subsidize also – **ise** if a government or organization subsidizes a company, activity etc, it pays part of the cost – subsidized *adj*

subsidy *n* money that is paid by a government or organization to make something cheaper to buy, use, or produce

supply *v* to sell and provide goods or services – supplier *n*

survey *n* a set of questions given to a group of people to find out their opinions

takeover *n* an occasion when a person or company obtains control of another company by buying more than half of its shares

trademark also **trade-mark** *n* a name, sign, or design on a product to show that it is made by a particular company

trading group *n* a group of countries that agree to have low or no taxes on goods they export to each other

transfer *v* if you transfer to another job or workplace, or if you are transferred, you move there

trend *n* the general way in which a particular situation is changing or developing

turnover *n* the amount of business done in a particular period, measured by the amount of money obtained from customers for goods or services that have been sold

2 the rate at which workers leave an organization and are replaced by others

3 the rate at which goods are sold and stock is replaced

update *n* information that tells you what has happened recently in a particular activity, situation etc

virtual *adj* involving something that gives you the experience of its real equivalent

visual also **visual aid** *n* a diagram, map etc that people can look at, for example in a presentation, and that helps them understand and remember it

voice mail also **voicemail** *n* a system for leaving messages for people by telephone, or the messages themselves

volunteer *v* to ask to do something that you do not have to do – volunteer *n*

warehouse *n* a building where goods are stored

website *n* information about a particular company, subject etc available on the Internet. Each website has an address that begins “http”

wholesaler *n* a person or company that sells goods in large quantities to other wholesalers, or to retailers who may then sell them to the general public

workforce *n* all the people who work in a particular country, area, industry, company, or place of work

workload *n* the work that a person or group of people have to do in a particular period

1.4. Навчальні завдання до тем та методичні рекомендації до їх виконання

Module 1. People and Jobs

Unit 1. Describing jobs.

MAKING CONTACTS

Making contact is very important in business. Numerous problems and complications of the business done with firms and companies make the use of different methods of business communications a necessity.

You may use telex, telephone, telegraphic and SWIFT¹ communication for making contact. The growing use of the telephone and telegraph is reducing the need for letter writing. But the writing of letters continues in spite of all modern means of communication; in fact most of telephone and telegraph communications have to be confirmed in writing.

The telex is a very efficient method of making contact. It is as fast as telephone service, and as accurate as a typewriter. A major advantage of the telex is that a sender may transmit a message 24 hours a day, even if the machine is left unattended. The language of the telex message is similar to the language used in telegraphic services, with the same rules, but there are extra abbreviations and conventions. Usually, in companies or firms, there is a telex operator who will send messages for you. Sometimes, however, you may have to send an urgent telex yourself, in English.

Most people prefer phoning in their contacts. This method of communication is fast and simple. A few common expressions are enough for most telephone conversations in making contacts.

The day before the meeting you may want to call your contact to confirm the arrangement before arriving at the firm. But it is not always possible to follow your original plans.

You or your contact may want to change an appointment. If one wants to change the appointed date, it's better to apologize and suggest another date.

If you make a «cold call»², you could have difficulty in getting past the secretary of the person you want to see. You should know a few suggestions of things you might say to the secretary.

Before talking about the details of your business, there is usually a period of social conversation (small talk) which can be difficult. A good tactics is to ask questions for «breaking the ice»³. There are three reasons

for this: most people like talking about themselves; it is easier for you to listen; you may learn something useful.

If the small talk continues too long, you may want to change the subject to business matters and talk about the reason you have arrived. After every visit to a company, it can be useful to keep in touch.

There are some ways «to keep the door open»: telexing contacts, writing to contacts, paying visits, sending a facsimile and so on.

Some contacts do not keep in touch, you have to telephone them to let them know that you still exist. The most difficult contacts say very little on the telephone. This can be because of their personality, their attitude to you, or their difficulty with English.

If they do not speak, you have to.

Comments

1. SWIFT (Society for World-wide Interbank Financial Telecommunication) — міжнародна міжбанківська електронна система платежів (СВІФТ)

2. to make a «cold call» — нанести візит без домовленості

3. «to break the ice» — зламати кригу, покласти початок (розмові, справі і т.п.)

4. «to keep the door open» — сприяти продовженню подальших контактів (зв'язків)

VOCABULARY

1. Contact	знайомий (звич. діловий)
Contacts	амер. контакти, знайомства, зв'язки
To contact (with)	бути в контакті
To make contact	встановлювати зв'язок
2. Complication	1) ускладнення 2) заплутанність, складність
3. Communication	1) сполучення, зв'язок 2) засоби сполучення
4. Necessity	необхідність, потреба
5. To reduce	зменшувати, послаблювати, знижувати, скорочувати
6. To confirm	підтверджувати, підкріпляти
To confirm an appointment	затверджувати зустріч
7. Accurate	точний, правильний
8. Sender	відправник
9. To transmit	1) передавати

10. Message	2) відправляти, посилати
11. Unattended	повідомлення, лист, послання
12. Extra	тут: без нагляду
13. Abbreviation	особливий, окремий, додатковий, позачерговий
14. Convention	абревіатура, скорочення (яке вживають у письмі і розмові)
15. Urgent	умовність, загальна згода, звичай, договір, угода, конвенція
16. Arrangement	1) терміновий, негайний, настійний
17. Apologise	2) дуже необхідний
18. To manage	домовленість, угода, улаштування
19. To suggest	перепрошувати, вибачатись
Suggestion	1) справитися, впоратися з, примудритися
20. Original	2) управлятися, керувати, завідувати
21. Call	пропонувати, радити
22. Past	пропозиція, порада, вказівка
23. Social	новий, свіжий, справжній, первісний, початковий
24. Tactic (s.)	1) візит, відвідування, відвідини
25. Touch	2) виклик, телефонний виклик
In touch with smb.	мимо
To get in touch with smb.	світський, товариський, громадський, суспільний
To keep in touch	тактика (вживається як у одн., так і у множ.)
26. Facsimile	контакт, спілкування, зв'язок
27. Attitude	у контакті з кимось
28. Personality	зв'язатись з кимось
	підтримувати контакт (зв'язок)
	факсиміле
	відношення, позиція, ставлення
	особисті риси, особливості характеру, особистість

EXERCISES

Exercise 1. Fill in the blanks with necessary words:

1. Mr. Stock has got ... with Mr. Brown for 10.30 tomorrow morning.

2. I'm afraid he is not in the office at the moment. Would you like to leave any ... for him?
3. You may want to call your contact to ... the arrangements you have made.
4. You have tried to ... them by phone.
5. After every visit to a company it will be useful to keep in
6. ... greets the visitor and finds out who he wishes to see.
7. Usually, in companies or hotels, there is telex ... who will send messages for you.
8. Before talking about the details of your business, there is usually a period of ... conversation which can be difficult.
9. The most difficult ... say very little on the telephone.
10. The telex is a very efficient method of

Exercise 2. Complete the following sentences:

1. Numerous problems and complications of the business done with firms and companies make
2. The writing of letters continues in spite of all modern means of communication, in fact
3. A major advantage of the telex is that
4. You should apologize for not managing the day arranged and then
5. If you make a «cold call», you can have difficulty in
6. If the small task continues too long, you may want to change the subject business matters and
7. There are some ways «to keep the door open» to
8. A good tactic for «breaking the ice» is
9. There are three reasons for this
10. Some contacts do not keep in touch, you have

Exercise 3. Translate into English:

1. Якщо у вас є проблеми та ускладнення, зв'яжіться з нами.
2. Більшість телефонних та телеграфних повідомлень доводиться підтверджувати в письмовій формі.
3. Для встановлення контактів використовуються телексий, телефонний та телеграфний зв'язок.
4. Мова повідомлень телексу схожа на мову, яка використовується в телеграфному зв'язку. Але в ній існують особливі скорочення та умовності.
5. Більшість людей надає перевагу встановленню зв'язку по телефону зі своїми діловими партнерами.

6. За день до зустрічі можна зателефонувати діловому партнерові, щоб підтвердити домовленість.
7. Не завжди можливо дотриматися початкових планів. Іноді доводиться змінювати попередню домовленість.
8. Перші слова при зустрічі бувають найскладнішими. Потрібно вміти «зламати кригу», тобто покласти початок розмові.
9. Після кожного візиту до фірми корисно підтримувати зв'язок з цією фірмою.

PATTERNS

Make up your own dialogues according to the patterns:

I. Confirming and Changing Appointments

A: Hello, Mr. Rossi? This is the Australian Chemical Bank. I'm Mr. Whitley's secretary. I understand you have an appointment for 10 a.m. on Tuesday 13th. I'm afraid Mr. Whitley is rather tied up then. Could I suggest Monday instead?

B: Yes, I'm sure that will be OK.

A: Hello, Mr. Rossi? Tim Brown, your agent. Small problem. Our meeting for Friday is all right, but Monday afternoon is likely to be difficult: someone is coming to see us who might be a useful outlet for some of your range. Perhaps we could change our meeting to Tuesday afternoon?

B: Yes, OK. Right, that's fine.

A: Mr. Rossi? It's Jenny Kisella here. From B.I.G. I'm sorry, but my colleagues can't all make it on Thursday afternoon. Could I suggest we meet on Tuesday instead?

B: Er...yes... why not? OK... Well, thank you very much.

A: Hello again, sorry Tim Brown here again. I forgot; I have some other customers visiting on Friday morning. How about meeting on Thursday sometime, if that's all right with you?

B: Right. Sorry to be difficult. Thanks a lot, Mr. Rossi. Bye now.

A: Mr. Rossi? Good morning. I'm ringing for Mr Lund of Lund and Lund Associates. He's very sorry, but he won't be able to manage Wednesday afternoon. Could I suggest Friday afternoon instead?

B: Well, I think that should be all right. I'll give you a call this afternoon to confirm. Thank you. Good bye.

II. At Reception

Visitor: Good morning. My name's Stock. I'm the new technical adviser. I've got an appointment with Mr. Hopkinson at 11.30.

Receptionist: That's right, Mr. Stock. Mr. Hopkinson is expecting you. Do take a seat, please.

Oh, Mr. Hopkinson, Mr. Stock's here now. Oh, I see. Very good.

I'm sorry, Mr. Stock. Mr. Hopkinson's at a meeting, but it'll be over in a couple of minutes.

If you'd just like to wait over there, I'll see if I can rustle up a cup of coffee for you. There are some magazines on the table over there.

Mr. Stock: Thank you very much. I'm a bit early, actually.

Receptionist: Reception. Very good, Mr. Hopkinson.

Oh, Mr. Stock, Mr. Hopkinson's on his way down now.

Receptionist: Good morning, sir. Can I help you?

Visitor: I've got an appointment with the Company Secretary.

Receptionist: Yes, may I have your name, please?

Visitor: McCluskey. I'm from Jonsons.

Receptionist: Oh, yes, he's expecting you. It's on this floor. Go round past the lift to the left...do you see? It's the first door on the left from here, just past the typing pool.

Visitor: Thank you very much.

III. Making a «cool call»

Visitor: I wonder if I might have a word with Mr. Rodgers?

Secretary: I'm afraid he can't see you without an appointment.

Visitor: I'm sorry, I tried to ring in advance, but I could not get through.

Secretary: Sorry, but I can't let you see him unless you've arranged a meeting.

Visitor: Would you tell him I'm here, please.

Secretary: Sorry, but I have my instructions.

Visitor: It should only take a few moments.

Secretary: Mr. Rodgers is a very busy man, you know.
Visitor: I don't mind waiting until he's free.
Secretary: He did ask me not to disturb him.
Visitor: I'm only here for a brief visit before I return home.
Secretary: I'm afraid he isn't available at the moment.
Visitor: I'm sure he'd be sorry if we weren't able to meet.
Secretary: Very well, I'll tell him you're here.

ROLE PLAY

Problem I

You want to call Mr. Smith to confirm the appointment with him for 10.15 tomorrow morning at his office.

Role I You call Mr. Smith to confirm the arrangement for 10.15 tomorrow morning at this office.

Here are the expressions you need:

I'm ringing to confirm our meeting tomorrow.

10.15 at your office, as arranged?

as we agreed?

as we said?

Role II You are Mr. Smith. You hear the telephone ring. You listen to caller and answer him using the expression:

Good. I look forward to seeing you. Good bye.

Problem II

You have already arranged another meeting for 10.15 tomorrow. You want to change this appointment. Your contact doesn't want to change the order in which you visit him.

Role I You want to change the appointment for 10.15 tomorrow. First apologize for not managing the day he suggests.

To apologize say:

I'm afraid that..

I'm sorry...

To suggest another time say:

Could I suggest ...?

What about ...?

Perhaps...?

Role II You are Mr. Smith. You hear the telephone call, answer it. You don't like the idea of changing this appointment, you say about it, but then you agree.

Use the expressions:

I'm very sorry. What could you suggest instead?

Would you give me a call to confirm?

Right. Thank you. Good bye.

Problem III

A visitor comes to the office without having arranged an appointment. A secretary greets the visitor and finds out whom he wishes to see.

The visitor has a difficulty in getting past the secretary of the person he wants to see.

Role I: You are the secretary who greets the visitor and finds out whom the visitor wishes to see.

Use the following language:

Greeting: Good morning (afternoon). Can I help you?

Asking for some information: Can I have your name, please?

Do you have an appointment?

I'm afraid he can't see you without an appointment.

He did ask me not to disturb him.

Very well, I'll tell him you are here.

Role II: You are the visitor who has come to the office. You haven't got an appointment. Try to obtain an interview with the Manager.

Use the following language:

Greeting: Good morning (afternoon).

Giving some information: My name is ...

I've come to see ...

I haven't got an appointment with ...

I'm from

I'm sorry, I tried to ring in advance, but couldn't get through.

I'm sure he'd be sorry if we weren't able to meet.

Інформаційні джерела

1. Murphy R. English Grammar in use/ R. Murphy – Great Britain: Cambridge University Press, 1994. – 329 p.

telephone?	телефону У вас є телефон
Are you on the telephone?	Він зараз розмовляє по телефону
He is speaking over the telephone now.	Телефон не працює
The telephone is quite dead.	Я не можу додзвонитися до нього
I can't get him on the phone.	
2. To telephone (to phone) smb., smth.	Дзвонити по телефону комусь, кудись
Syn. To ring smb.up; to call smb.up; to call smb., to buzz smb. (Am. colloq.)	
3. Call	Телефонний виклик, дзвінок
e.g. There's a call for you.	Вам дзвонять.
I'll answer the call	Я підійду до телефону.
(I'll answer the telephone	
4. To make a call	дзвонити по телефону
e.g. Where can I make a call?	Звідки можна подзвонити?
Syn. To give a call; to give a ring, to give a buzz (Am. colloq.)	
5. Receiver	телефонна трубка
to lift the receiver Syn. To take up the receiver, to pick up the receiver	підіймати телефонну трубку
6. To replace the receiver	покласти телефонну трубку,
Syn. To hung up, to ring off	скінчити розмову
7. Dial	телефонний диск.
8. To dial (dialled (Br.), dialed (Am.))	набрати (номер)
e.g. I have dialled the number twice but there is no reply	Я набрав номер двічі, але ніхто не підходить (не відповідає)
9. Dialing tone	довгий гудок, що позначає, що можна набрати номер
10.To listen to dialing tone	чекати на гудок
11.Ringing tone	короткі гудки, що позначають, що

12. The line is free Ant. The line is engaged (Br.), the line is busy (Am.)	лінія вільна, чекайте на відповідь номер не зайнятий ант. номер зайнятий
13. Engaged tone	часті гудки, що позначають, що лінія зайнята
14. Number unobtainable tone	гудок, відсутність зв'язку
15. A series of rapid pips	серія частих сигналів
16. Coin-box telephone Syn. Telephone booth, box phone	телефон-автомат
17. Extension phone	паралельний телефон
18. Extension	додатковий номер
19. Switchboard	комутатор
20. Switchboard operator	телефоністка
21. Trunk-call Syn. Long-distance call (Am.)	міжміський телефонний виклик
22. Subscriber	абонент
23. Subscriber Trunk Dialing e.g. This city is not on STD	міжміський автоматичний телефонний зв'язок з цим містом немає автоматичного телефонного зв'язку телефонний довідник
24. Telephone Directory Syn. Telephone Book	
25. To pause	затримуватись, робити паузу
26. Digit	цифра
27. Private exchange	комутатор (фірми, установи)
28. To clear Syn. disconnect	роз'єднувати (абонентів)
29. Recorded announcement	записане на плівку повідомлення або об'ява
30. Caller	особа, що телефонує
31. International Subscriber Dialing	Міжнародний автоматичний телефонний зв'язок
32. To connect (Am.) Syn. To put a call through (Br.) e.g. I'm putting your call	з'єднувати (абонентів) Я з'єдную вас

through	
33. To hold on	не класти трубку, чекати
34. To make a call through the operator	подзвонити через телефоністку
35. ADC=advice duration and charge	повідомте тривалість та вартість розмови
36. Personal call (Br.) Syn. Person-to-person call (Am.)	розмова по телефону, замовлена на певну особу
37. Station-to-station call	телефонна розмова, замовлена на номер абонента
38. Transferred-charge call Syn. Collect call	телефонна розмова за рахунок того, кого викликають
39. Charge	плата (за телефонну розмову)
40. Alphabetical directory	алфавітний довідник
41. Fire department (Am.) Syn. Fire brigade (Br.)	пожежна команда
42. Ambulance	швидка допомога
43. Telephone repair service	бюро ремонту телефонів

EXERCISES

Exercise 1. Fill in the blanks with necessary words:

1. I believe the ... is out of order.
2. Something must be wrong with the ..., it does not go back into position.
3. There was ... for you this morning.
4. Can I book a ... call in advance?
5. As he was walking along the street, he saw a ... on the corner.

Exercise 2. Make up sentences of your own with the following word combinations:

to have the wrong number; to leave a message; to call back; to wait at the receiver; to consult the telephone book; to make a call; to call smb.

Exercise 3. Translate into English:

1. Зніміть телефонну трубку і чекайте гудок.
2. Наберіть номер.
3. Покладіть трубку.
4. Наш номер не зайнятий.
5. Дзвонити через комутатор.
6. Телефоністка.
7. Почекайте поки вам не дадуть відповідь.

8. Міжміський телефонний виклик.
9. Абонент.
10. Міжміський автоматичний телефонний зв'язок.
11. Номер зайнятий.
12. Цифра.
13. Об'ява записана на плівку.
14. Міжнародний автоматичний телефонний зв'язок.
15. Додатковий номер.
16. Подзвонить телефоністці, і вас з'єднають.
17. Не кладіть трубку.
18. Розмова по телефону, замовлена на певну особу.
19. Розмова по телефону, замовлена на номер абонента.
20. Телефонна розмова за рахунок того, кого викликають.

PATTERNS

Dialogues

1. Making an Appointment

- Secretary:* Two-four-nine; double eight-double two.
- Mr. Ivanov:* I would like to make an appointment with Mr. Geffries. This is Mr. Ivanov speaking.
- Secretary:* Oh, yes, Mr. Ivanov. Good morning. I'll get his schedule. Are you there?
- Mr. Ivanov:* Yes.
- Secretary:* When would you like to come, Mr. Ivanov?
- Mr. Ivanov:* Tomorrow, if possible.
- Secretary:* I'm afraid he's tied up tomorrow. Is it urgent? If it is, perhaps we could fit you in somewhere.
- Mr. Ivanov:* No, it is not urgent. Is the day after tomorrow possible?
- Secretary:* What time would you like to come?
- Mr. Ivanov:* As late as possible in the afternoon.
- Secretary:* I'm sorry, that afternoon's full too. How is Friday afternoon at five?
- Mr. Ivanov:* Yes, that's perfect, thank you. Good bye.

2. Invitation to a Reception

- Operator:* Foreign Office. Good morning. Can I help you?
- Mr. Orlov:* I'd like to speak to Mr. Games Marsh, please. I think it's extension forty-seven.
- Operator:* Who's calling, please?

Mr. Orlov: Mr. Orlov.
Operator: Will you hold the line, please?
Mr. Orlov: Yes, thank you.
Operator: You are through now, Mr. Orlov.
Mr. Marsh: Marsh speaking.
Mr. Orlov: Good morning, Mr. Marsh. Orlov calling.
Mr. Marsh: Good morning. How have you been?
Mr. Orlov: Very well, thank you. And I hope you are well too.
Mr. Marsh: Yes, I'm fine, thank you.
Mr. Orlov: I'm calling to invite you and your wife to the reception to be held on the occasion of our holiday the 25th Anniversary of our Enterprise. It will take on October 7, at 6 p.m.
Mr. Marsh: Thank you very much. I'm delighted to accept your invitation.
Mr. Orlov: Good. I'll get the invitation card in the mail late this afternoon then. I'm looking forward to seeing you. Good-bye.
Mr. Marsh: Bye-bye, Mr. Orlov.

3. A Hotel Reservation

Receptionist: Reception desk. Tavistock Hotel. Good morning.
Mr. Serov: Good morning. This is Intourist. We'd like to make a reservation for Mr. Kozlov.
Receptionist: Could you spell the name, please?
Mr. Serov: Yes, certainly. K-o-z-l-o-v.
Receptionist: Thank you. What accommodation do you require?
Mr. Serov: A single room with private bathroom, for three nights from the 7th of October.
Receptionist: Would you hold on a moment, please. I'll see whether we have the accommodation available.
Mr. Serov: Thank you.
Receptionist: Yes, I can reserve a single room with bath, from the 7th of October, for three nights. It's an inside room on the fifth floor.
Mr. Serov: Would you please see that's a quiet room?
Receptionist: We will try.
Mr. Serov: Thank you. What will the charge be?
Receptionist: 10.50 daily, plus 12 % service charge, inclusive of breakfast. Would you please confirm this reservation in writing?
Mr. Serov: Yes, I'll write you today.

Receptionist: Thank you. Good bye.

Mr. Serov: Good-bye.

ROLE PLAY

1. You are making telephone call (to a friend, to an official).
2. You inquire about the telephone number of a person you need to speak with.
3. You want to change the appointment.

DISCUSSION

Read the text and give your comments on the following rules of etiquette:

Telephone etiquette

The techniques of telephoning are very much the same in all countries. Only remember your good telephone manners.

1. When talking on the telephone — speak clearly. Do not shout and take your cigarette out of your mouth.
2. Make sure that your conversation with a busy person is as brief as possible.
3. When calling a friend who does not recognize your voice — don't play «Guess who». Announce yourself promptly.
4. When you get a wrong number don't ask «What number is this?». It is good manners to ask «Is this two-three-four-five-six?». If not — apologize.
5. If a wrong number call comes through don't lose your temper. Simply say: «Sorry, wrong number» — and hang up.
6. Always identify yourself when making a call, especially if you are calling on business, e.g. «This is Mr. Volkov of the Ukrainian Trade Mission. Could I speak to Mr. Gones...».
7. If you have a visitor, do not carry on a long chat while your visitor tries hard to avoid listening to your conversation. The best thing to do is to say you are busy at the moment and ... May I call you back in a little while?». But don't forget to do so.

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Module 2. Meeting people

Unit 3. Talking to guests

NEGOTIATIONS (BUSINESS TALKS)

BUSINESS COMMUNICATION

Skills of Negotiating

Most negotiations are conducted with a view to reaching a compromise agreement. Both parties together move towards an outcome which is to mutual benefit. This is a range of tactics which can help conduct negotiations. It's no use immediately discussing business matters. The topic at the outset of negotiations should be neutral, non-business. It could be immediate experiences, the sort of journey the visitor has had; football, ice-hockey, the morning's newspaper headlines, common interests, etc.

5 per cent of the negotiating time is devoted to breaking the ice. The two parties adjust their thinking and behaviour to one another.

If you want to follow the reaction of your visitor introduce in your speech the question — «Agree?».

At the very beginning of the talks get agreement covering the purpose, plan, agenda of a meeting.

Here is some advice to a negotiator:

1. First discuss major items, then minor items.
 2. Follow the headlines of the plan one by one.
 3. Come over to the next point after you have resolved the previous one.
- If talks are difficult and you are in a deadlock, take time-out.

It will help you to build bridges yourself and your partner when you resume negotiations.

1. To launch talks/debates розпочати переговори/дискусію

- | | |
|--|--|
| 2. To disrupt/to break off/to interrupt business talks | припинити переговори, зірвати переговори несподівано |
| 3. To resume talks | поновлювати, резюмувати |
| 4. Resumption of talks | продовження (після перерви), поновлення |
| 5. To cancel talks | анулювати переговори |
| 6. Top-level/summit talks | переговори на вищому рівні |
| 7. Round-table talks | переговори за круглим столом |
| 8. Bilateral/multilateral talks | двосторонні/багатосторонні переговори |
| 9. The talks resulted in ... | переговори закінчились з ... результатом |
| 10. A deadlock in talks | мертва точка, безвихідь у переговорах |
| 11. To sidetrack the negotiations | відводити переговори від теми |
| 12. To talk to smb. from a position of ... | вести переговори з кимось з позиції... |

I. The Beginning of Business Talks

- | | |
|--------------------------------------|-----------------------------|
| 1. Business talk | ділова розмова |
| 2. To have business talks | проводити ділові переговори |
| 3. To make an appointment | домовитись при зустріч |
| 4. To receive smb. | прийняти когось |
| 5. Card | візитна картка |
| 6. To offer some coffee | запропонувати каву |
| 7. To get down to business | переходити до справ |
| 8. To discuss some (a few) questions | обговорити декілька питань |
| 9. To need to have an interpreter | потребувати перекладача |

II. The Establishment of Business Contacts

- | | |
|------------------------------------|-------------------------------------|
| 1. To maintain business contacts | підтримувати ділові контакти |
| 2. To be interested in cooperation | бути зацікавленим у співробітництві |
| 3. Fruitful cooperation | плідне співробітництво |
| 4. To send a delegation | направити делегацію |
| 5. Personal contacts | особисті контакти |

III. Inquiry and Offer

1. Inquiry for	запит на
2. To send	направити
3. To receive	одержати
4. To study	розглядати
5. To accept	приймати
6. To confirm	підтверджувати
7. To revise	переглядати
8. To decline	відхилити

IV. Contracts

1. Order	замовлення
2. General terms and conditions	основні умови
3. To place an order for	розміщувати замовлення
4. To make a contract	укладати контракт
5. Small, big and trial order	маленьке, велике та пробне замовлення
6. Standard contract	типовий контракт
7. Standard terms and conditions	стандартні умови
8. To offer terms and conditions	запропонувати умови
9. To accept a contract	прийняти контракт
10. To discuss a contract	обговорювати контракт
11. Clause of a contract	пункт контракту
12. Clause by clause	пункт за пунктом
13. Draft contract	проект контракту
14. Integral part of a contract	невід'ємна частина контракту
15. Terms of delivery	умови постачання
16. Time of delivery	строк постачання
17. Guarantee period	гарантований термін (строк)

Exercise 1. Fill in the blanks with the necessary words:

1. I don't know English well enough, that's why I need an
2. I'm glad you are not in a hurry and we ... today.
3. Your idea sounds encouraging. We can get
4. Our manager would like ... with you.
5. The bank makes a long term to clients, that's why we ... cooperation.

6. The number of new products is coming into the market. We will start market research and I think our cooperation will be
7. Your prices on these items are too high. That's why we
8. We ... you to start a car repair shop.
9. I think we'll ... your offer, because tape recorders are so popular unless the price is too high.
10. I'm not sure, that's why we have to discuss the contract clause
11. We have already been discussing the ... of the contract for 3 hours, but we have not come to any final decision yet.
12. We enclose a list showing the goods we require for ... by the end of April.
13. It is so complicated to sell the ... to a foreign company with different currencies.
14. We are always on the look out for products of good

Exercise 2. Complete the following sentences:

1. I'm thinking of starting my own business that's why I have to discuss
2. We'll have a business talk with
3. We'll make an appointment
4. Fruitful cooperation brings
5. Our firm has established business
6. Whatever the reason, we are anxious to establish
7. We are interested in cooperation, because
8. Have you received ... ?
9. We have to decline your offer, because
10. Our firm must pay a lot of money for delivery, that's why we
11. The manager has signed a favourable
12. The time and the date of delivery are attached to the present contract, that's why
13. The firm has already fixed the price and total amount of the contract and
14. We have signed a standard contract, that's why
15. The sellers will guarantee the quality of the sold goods for
16. Quality certificate issues
17. Clients can be made for the quality of the goods if it doesn't

Exercise 3. Translate into English:

1. Я погано розмовляю англійською, тому мені необхідно мати перекладача.
2. Прошу передати мою візитну картку містеру Н.

3. Чи може нас прийняти містер Н.?
4. Займайте свої місця , та давайте перейдемо до справи.
5. Представник нашої фірми має бажання обговорити з Вами декілька питань.
 6. З якими країнами ви маєте торгові відносини?
 7. Я сподіваюсь, що наші ділові контакти будуть плідними.
 8. Ви зацікавлені в цьому співробітництві?
 9. Ми тільки-но вийшли на ринок з цим товаром. (to introduce smth to ...).
 10. У нас великий досвід в експорті цього товару.
 11. Ми відіслали Вам наш запит минулого тижня / в кінці місяця / на початку цього місяця / 10 квітня.
 12. Ми змушені переглянути / відхилити / погодитись на цю пропозицію.
 13. Пропозиція потребує вашого підтвердження.
 14. Ви отримали наш запит на машини (меблі, обладнання).
 15. Ми б хотіли обговорити контракт на поставки цього товару пункт за пунктом.
 16. Це наші стандартні умови постачання.
 17. Ми можемо запропонувати вам товар високої якості.

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Unit 4. Promising, giving advice, offering help

PATTERN

Dialogue

Ted — the manager of the purchasing department.

David — a student of economics and business.

David: Hello, Ted. How are you getting on?

Ted: Thanks, I'm fine and what about you?

David: Everything is all right. You know, I don't know how to draft an order.

Ted: OK. I see. I have 10 minutes for you.

David: Last time I had a lot of problems. Could you help me?

Ted: Well, to make it clear, orders are simply the requests of one business organization for the goods or services, or both of another business organization. Orders may be either oral or written. Even when an order is oral it will usually be confirmed in writing at a later date.

David: Are there any rules that should be followed when preparing an order?

Ted: Sure, here are some of them. First, clearly state the exact quantity of the items you are ordering. Second, identify the catalogue number of the item. Third, list the catalogue price for the total price for the amount of goods ordered. Fourth, describe how the shipment is to be made.

David: Thank you for your information. It will be useful for me.

Ted: Not at all, David. I am always glad to help you.

TASK

Make your own dialogues according to the pattern above.

ROLE PLAY

Problem I

You are a manager of a firm. You want to make an appointment and have a business talk. Please, do it.

Problem II

You are a sales manager of «Sony» Company. Your firm sells high-quality TV-sets. You want to deliver TV sets. Discuss, please, the terms, the time and the guarantee period of delivery with representative of a big shop.

Problem III

You are a director of a shop. You don't like the terms of delivery. Make an appointment to a sales manager and change the terms of the delivery.

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Module 3. Business Matters

Unit 5. Talking about the past

LETTERS

Hints of Business Correspondence

A very large part of business in the world is conducted by means of correspondence. Therefore, it is extremely important to be able to write good business letters — letters that represent one's self and one's organisation to best advantage.

Writing good business letters is a matter of detailed and often quite specialised technique, which is not so complicated as you have been let to fear. All you need is the supply of visiting cards, some good paper, a pen, a typewriter, personal computer and some good will.

General Rules of Business Correspondence

— You should be familiar with two kinds of letters: business letters and personal letters. Business organisations usually use printed letter-head for their business letters. Private business letters are typed on plain paper.

— You should answer all letters promptly: within ten days at the outside. If you can't fully answer them within that period, the least you can do is to acknowledge them and explain your delay.

— Let everyone involved know what action has been taken on a letter.

— You should always write a thank-you note to anyone who has given you a letter of introduction, reporting at the same time how well you were received or what results the introduction produced.

— You should sign and send out only the letters that are well typed, well spaced, faultlessly neat and inviting to the eye, i.e. letters that make a good first impression. The letter you write is always a mirror which reflects your appearance, taste and character.

When writing a business letter in English, be careful not to use an old-fashion commercial instruction book as a guide. The style of writing is changing rapidly. Every year it gets simpler and less formal. Business correspondents prefer simple English to express what they want to say as effectively as possible. But a writer of a business letter must create a good impression, so a few words to promote a feeling of friendship and good will be just to the place.

However, compliments must not be exaggerated, as they may produce the opposite effect, and the reader may feel that the writer is being insincere.

The following is to be remembered when writing a business letter in English:

1. Make a new paragraph for a new subject.
2. Say what you want to say in the simplest, clearest way.
3. Don't say aggressively.
4. Don't exaggerate compliments.
5. Remember that real feelings will have more effect than pretended ones.

VOCABULARY

1. Currency rate	валютний курс
2. Letter of guarantee	гарантійний лист
3. Freely convertible currency	вільно конвертована валюта
4. Contractual price	договірна ціна
5. Dear sirs/madams	шановні панове/пані
6. We beg to inform you that	мі маємо за честь повідомити вас,
...	що ...
7. We shall do our best to ...	мі зробимо все можливе, щоб ...
8. We shall be glad to answer	ми будемо раді відповісти
9. I look forward to cooperate	я розраховую на співробітництво
10. Please let us know ...	будь ласка, повідомте нас ...
11. We'll ask you to wire us ...	просимо телеграфувати нам ...
12. I am sorry to have caused you so much trouble	шкода, що я завдав Вам стільки турбот

- | | |
|--|--|
| 13. We are delighted that ... | ми дуже раді, що ... |
| 14. Best wishes (yours sincerely) yours truly | найкращі побажання, щиро Ваш |
| 15. It was a great pleasure for us to receive your letter of ... | з великим задоволенням отримали Вашого листа від ... |
| 16. We would welcome the opportunity ... | ми вітаємо можливість ... |
| 17. I enclose some information | додаю деяку інформацію |
| 18. May I take an opportunity to wish you ... | дозвольте скористатися нагодою і побажати Вам ... |
| 19. May I have the pleasure of inviting you to visit our firm? | чи не міг би я запросити Вас відвідати нашу фірму? |
| 20. Your expences will be met by our firm. | ваші витрати будуть сплачені нашою фірмою |

EXERCISES

Exercise 1. Fill in the blanks with the necessary words:

1. It was a great pleasure for us to ... your letter of May 21 (receive, get, send).
2. We would welcome the ... to co-operate with you (opportunity, desire, reason).
3. We would like to ... your catalogues periodically (recommend, get, receive).
4. May I have the ... of inviting you to visit our firm (pleasure, decision, permission).
5. We would ask you to wire us ... other day (some, any, every).
6. We would like to continue this ... with an educational program (trend, tradition, communication).

Exercise 2. Complete the following sentences:

1. A very large part of business in the world
2. Writing good business letters is
3. Business organisations usually use
4. You should answer all letters
5. Let everyone involved know
6. You should always write a thank-you note
7. I received many letters from
8. When I want to send a letter I usually go to
9. We send telegrams at

10. May I have the opportunity to wish you
11. It was a great pleasure to receive
12. Would it be possible for you to tell me
13. We beg to inform you that
14. Please, let me know how

Exercise 3. Translate into English:

1. Дозвольте скористатися нагодою і привітати Вас зі святом.
2. Ми будемо раді відповісти на будь-які запитання, що цікавлять Вас.
3. Ми розраховуємо на співробітництво з Вами.
4. Чи не могли б Ви повідомити нам подробиці про Вашу фірму?
5. Маємо честь повідомити Вас, що ми готові підтримувати співробітництво з Вашим підприємством.
6. Я хочу надіслати рекомендаційний лист.

PATTERNS

Dialogue

Read and dramatize the following dialogue:

- Where can I hand in the letter, sir?
- They deal with it on the first floor, madam. Window 3, please.
- Is this the right window for posting registered letter?
- No, madam, you have to apply to the next window.
- What's the charge for a registered letter?
- It will cost 50 cents.
- When will this letter be received?
- It will be delivered in three days.
- Thank you.

TASK

Make up your own dialogues according to the pattern.

DISCUSSION

1. Why is it extremely important to be able to write good business letters?
2. What should you remember writing a business letter in English?
3. What kind of expressions do business correspondents prefer?
4. What are the main points to be remembered when writing a business letter in English?

STYLES OF LETTERS

Business letters may be written in:

— The first person singular: «I must apologize for the delay in fulfilling your order of November 20. I shall see that the spare parts are sent immediately».

— The first person plural: «We must apologize ...»

— The impersonal passive: «The delay in fulfilling your order is regretted. The spare parts will be sent immediately...»

Note: The first person singular can be used only by a person of authority as he is reporting his personal actions and opinions and yet they represent those of the firm and organization.

The impersonal passive is inclined to be cold and distant; the first person forms are therefore usually to be preferred.

Інформаційні джерела

1. Ashley, A. Commercial Correspondence. UK: Oxford University Press, 2009/ A. Ashley – 304 p.
2. Ashley, A. Correspondence Workbook. UK: Oxford University Press, 2009/ A. Ashley – 112 p.

Unit 6. Reporting. Promising

EXERCISES

Exercise 1. Translate into Ukrainian:

1. It was a great pleasure for us to receive your letter.
2. We would welcome the opportunity to co-operate with you.
3. We would like to receive your catalogues.
4. May I have the pleasure of inviting you to visit our firm?
5. May I take this opportunity to wish you a Happy New Year?
6. We would like to continue this trend with an educational exchange among educators of our two countries.
7. We are happy to receive your letter.
8. The problem to be solved was of great importance.
9. He supposes us to sent letters by air-mail.
10. The members of the committee are reported to come to an agreement.

Exercise 2. Put questions to the text and retell it.

THE LAYOUT AND PARTS OF A BUSINESS LETTER

An ordinary business letter comprises the following principal parts:

1. The Date
2. The Inside Address
3. The Opening Salutation
4. The Subject Heading
5. The Opening Paragraph
6. The Body of the letter
7. The Closing Paragraph
8. The Complimentary Closing
9. The Signature
10. Enclosures, Postscripts and Copies sent.

THE DATE

In English business letters the date (day, month, year) is typed on the right-hand side. It is customary to type the date in full, not just in figures, e.g. 2nd Apr, 1990 which is pronounced «the second of April, nineteen ninety». The name of the month may be abbreviated: January to Jan, February to Feb, March to Mar, April to Apr, June to Jun, August to Aug, September to Sept, October to Oct, November to Nov, December to Dec. Only May and July are written in full.

In American business letters the date is written in the following way: Apr 2, 1990 which is read «April second, nineteen ninety».

The name of the month should not be stated in figures, as it may easily confusing, because in the USA it is the practice to write dates as seen above in a different order: month, day and year.

e.g. 9.2.90 means on the second of September, 1990.

THE INSIDE ADDRESS

The name and address of the company written to are usually typed on the left-hand side against the margin, all lines starting at the same margin, not diagonally.

Firms are addressed as Messrs (the plural of Mr) only when the firm's name includes a personal name without any other courtesy title and only when the firms are partnerships.

e.g. Messrs Brown & Smith,
25 High Holborn,
London, W.C.I.

But:

Sir James Brown & Co.,
14, Manor Gardens
LONGBURY,
Hants'

The Brown Electrical Co.,
26, Exton Square,
LONDON, W.C.

Messrs is never used when addressing a registered company whether a public limited company (PLC) or a private limited company (LTD). It is recommended to address the correspondence directly to the company's representative for whom it is intended — the managing director, the sales manager, the export manager, and so on, in which case company is specified, but not addressed. The name of the company becomes part of the address in the same way as the name of the street or town. If we do not know which of the company's officers will deal with our letter, we should address it to 'The Company Secretary', since by the Companies Act every registered company must have one.

e.g. The Secretary
Brown & Co.PLC.

If the letter is addressed to a person whose exact address is unknown, it may be sent to an organisation (for example the Trade Delegation or a firm), who can pass the letter on or send it to the person. In these cases the words «Care of» (in care of) should be written before the name of the organization (the Trade Delegation or the firm).

e.g. Mr. F. Popov
C/O The Trade Delegation of the USSR
32, Highgate West Hill,
LONDON, N.6,
England

After the name of the company the number of the house and the name of the street are given, then the name of the town and of the county. In case of big towns in Great Britain no name of a county is required, but small towns usually need an indication of a county in the address, especially as the names of small towns are often duplicated (for example, in Great Britain there are two Richmonds — one in Surrey and one in Yorkshire).

In Britain the recommended form of postal address has the Post Town in capital letters, followed by the country in small letters, followed by postcode (whose system has now been introduced). The use

of the code as part of the address (e.g. CRO 5BL for Croydon) speeds delivery by enabling letters to be sorted mechanically.

When writing letters to other countries, always give the name of the country, even if the town is the country's capital. There is, for example, a London in England and another in Canada, a Boston in England and another in the USA, a Tripoly in Libya and another in Lebanon, a Blantyre in Scotland and another in Malawi.

For the same reason, when writing to firms in the USA you must add the name of the State after the name of the town: CHICAGO I11 (Illinois), PENNSYLVANIA, VA (Virginia). The name of the city New York is usually followed by N.Y. (New York) or N.J. (New Jersey).

THE OPENING SALUTATION

The Salutation varies according to circumstances and should be in harmony with the Inside Address and the Complimentary Closing. If the letter is addressed to the company (which is not recommended, but very often done), the form of addressing is: Dear Sirs,: if the letter is addressed to an individual, the most usual forms are: Dear Sirs, or Dear Madam, (it applies to both married and single women). These are the usual greetings in English business letters. Americans prefer «Gentlemen», and if they use «Dear Sirs:», «Dear Madam:», they use them with a colon instead of a comma.

When the correspondent is unknown to you and may be either a man or a woman, always use the form «Dear Sir». If the correspondent is known to you personally, or if your firm has traded with his firm for some time, you may use a warmer and more friendly greeting «Dear Mr Brown.»

THE SUBJECT HEADING

The Subject Heading indicates the subject-matter of the letter (its topic), thus enabling the reader to see immediately what the letter is about, and is placed just after (below) the salutation (since it forms part of the letter) and in the middle of the page. In front of it the wording «Re-» (short of the Latin 'in re') meaning 'regarding' was formerly used. Now it is out of date. 'Abt' (short of 'About' may be used. Or the Subject Heading is just underlined, it is sometimes written in capital letters.

The title to a letter, however, is not always required and the date of a letter referred to in the first line of the answer is often indicative enough of what the subject is.

e.g.

Dear Sir,

Abt: Order # 342 of 3rd Apr, 1999

Dear Madam,

YOUR ENQUIRY of 5th MAY, 1999

Dear Mr Brown,

Abt: the arrival of our inspectors.

THE OPENING PARAGRAPH

The Opening Paragraph will often state the subject-matter of the letter by giving the date of the letter, which is being answered, and the writer's feelings on the subject: pleasure, regret, surprise or gratitude. A short opening sentence will often attract attention more successfully than a longer one.

VOCABULARY

1. In reply to your letter of 2nd Mar this year we would like to inform you... (=we are writing to inform)	У відповідь на Ваш лист від 2 березня цього року повідомляємо Вам, що...
We thank you for your letter dated 3rd Jun and write to tell you... (wish to inform you...)	Дякуємо за Ваш лист від 3 червня і повідомляємо Вам, що...
2. We are sorry to have to remind you...	Нажаль, ми маємо нагадати Вам, що...
To your regret we shall have to... We regret to inform you that...	Нажаль, ми змушені... Вимушені повідомити Вас, що...
3. We are glad to inform you... We are happy to tell you... We are pleased to inform you...	З задоволенням повідомляємо Вам, що...
We are surprised to learn that...	Ми були здивовані, коли дізналися, що...
Further to our letter of 3rd Jun...	На додаток до нашого листа від 3 червня...
With reference to (=Referring to...) the enquiry of 4th July, 199...	Посилаючись на запит від 4 липня 199.. року, ...
We refer to your Order # 256 and...	Ми посилаємося на Ваше замовлення за номером 256 та...

We have received your letter dated 13th Mar...
We thank you for the letter of 13th Mar...

Підтверджуємо отримання
Вашого листа від 13 березня...
Дякуємо Вам за Ваш лист від
13 березня ...

THE BODY OF THE LETTER

Its text, its message. A letter should only deal with one specific subject as several subjects may require attention in different departments and may complicate the filing system. Business letters should be simple and clear, polite and sincere, concise and brief. That means using simple, natural, short words and sentences; admittance of mistakes openly and sincerely; using concise words and sentences instead of wordy ones; and avoiding repetition or needless words and information. Express yourself in a friendly way and with a simple dignity.

To make a letter easier to read and to a certain extent more attractive, divide it into paragraphs, each paragraph dealing one idea, one aspect of the subject or giving one detail.

If several paragraphs deal with the same subject-matter (topic or theme), they should fit together smoothly, i.e. each new paragraph giving a new aspect of the topic under consideration should follow the previous one naturally. This is done either by numbering the paragraphs or by using connective words, such as: however, still, yet, but, nevertheless, otherwise, on the contrary, again, also, in addition, besides, so, therefore, in this way, in short, as a result, on the other hand, and some others.

If a letter is lengthy, the paragraphs may be given headings, which may be typed in ordinary or capital letters, followed by a full-stop, colon or a dash.

If the headings are typed in ordinary letters, they should be underlined to distinguish between heading and text.

If more pages than one are written, they should be numbered.

The second and following pages are typed on blank sheets (without the letterhead). The name or initials of the recipient should be placed at the top of left-hand margin of all continuation sheets, followed by the date after the page number.

Apart from those phrases and sentences expressing regret, gratitude and other feelings, given above and used in «The Opening Paragraph» and the following may be useful:

1. To express apologies and regrets. Для вибачення та виразу жалю.

We regret being unable to... Нажаль ми не можемо...

Unfortunately we cannot...	Нажаль ми не можемо...
Please accept our apologies for...	Вибачте нас за...
We express our apology that...	Ми вибачаємося...
We offer (make) our apology...	Ми вибачаємося...
<i>2. To express gratitude.</i>	<i>Для виразу вдячності.</i>
We would be very much obliged...	Ми були б дуже вдячні...
I shall be grateful to you...	Я буду Вам вдячний...
We shall appreciate it if...	Ми будемо Вам вдячні, якщо...
We are indebted to the Chamber of Commerce and Industry for your address...	Ми зобов'язані за Вашу адресу торгово-примисловій палаті...
We owe you address to...	Ми зобов'язані за Вашу адресу...
<i>3. To express request.</i>	<i>Для виразу прохання.</i>
Please let us know...	Просимо Вас повідомити нас...
We would ask (request) you to...	Ми б попросили Вас....
We'd be obliged if...	Ми б були зобов'язані, якщо...
We'd be glad to have your latest catalogue...	Ми були б раді отримати ваш останній каталог...
Kindly inform us of the position of the order	Просимо Вас інформувати нас про хід виконання замовлення
<i>4. To express confirmation.</i>	<i>Для виразу підтвердження.</i>
We confirm our consent to the alternations...	Підтверджуємо свою згоду на дані зміни...
Please acknowledge receipt of our invoice.	Просимо Вас підтвердити отримання нашого рахунку-фактури.

Інформаційні джерела

3. Ashley, A. Commercial Correspondence. UK: Oxford University Press, 2009/ A. Ashley – 304 p.
4. Ashley, A. Correspondence Workbook. UK: Oxford University Press, 2009/ A. Ashley – 112 p.

Unit 7. Giving orders. Expressing conditions

THE CLOSING PARAGRAPH

The closing Paragraph contains a statement of the writer's intentions, hopes and expectations about future actions, i.e. it serves as a summary of what has been discussed before and what is going to be the next step.

USEFUL PHRASES

We look forward to trading with you / to the mutual benefit of our companies	З нетерпінням чекаємо розвитку торгівлі з Вами / взаємовигоди для обох сторін
We hope that you will act as requested	Сподіваємось, що Ви будете діяти за нашим проханням
We hope to establish fruitful business relations with your company	Сподіваємось встановити корисні ділові відносини з Вашою фірмою
We look forward to hearing from you soon	З нетерпінням чекаємо на вашу відповідь в найближчому майбутньому
Your prompt (early) reply will be appreciated	Ми будемо вдячні Вам за Вашу швидку відповідь

THE COMPLIMENTARY CLOSING

It is a polite way of ending a letter. The expression used must suit the occasion and match the opening salutation.

The standard form (formal)

Dear Sir(s),

(or Dear Madam),

Your faithfully,

Informal (used between people who know each other and to add a friendly touch to a business letter)

Dear Mr Brown,

Dear Mrs Brown,

Yours sincerely,

TO EXPRESS A LITTLE WARMER FEELING THAN «YOURS SINCERELY»

Dear Mr Popov

(or My Dear Mr Smith,)

Yours very sincerely,

American form:

Gentlemen:

Yours truly,

(Yours very truly,)

THE SIGNATURE

Business letters are signed by hand in ink, clearly and legibly. The same style must always be adopted. The writer's name and title are typed below the signature.

ENCLOSURES AND POSTSCRIPTS

If there is an enclosure (enclosures) to the letter, it should be clearly indicated by typing the word «Enclosure» or its abbreviation «Enc».

Postscript should be used as an emergency not as normal conclusion. Otherwise it is a sign of bad construction of the letter.

EXERCISES

Exercise 1. Write the following dates in English:

3.1.88

22.5.90

1.9.89

1.9.91

5.8.89

12.5.95

***Exercise 2.* Find the enclosures for the following opening phrases:**

Dear Sir,

Messrs

Dear Mr Brown

Gentlemen

Dear Dr Harris

Exercise 3. Write the address in English:

Манчестер, 15, вулиця Марпл Роуд, будинок 37, Фірма Астлей Браузерс.

Exercise 4. Discuss the following points before starting writing a business letter:

1. What is the difference between the English & American ways of writing the date?
2. What is the difference of writing the inside address in English & Ukrainian?
3. How do the English & the American write the opening salutation & the complimentary closing?
4. When is the phrase «for the attention of ...» used?
5. What is the opening paragraph intended for?
6. What phrases can be used in the opening paragraph?
7. What is the main principle of dividing the letter into paragraphs?
8. What words are used to fit the paragraphs together smoothly?
9. What should you remember about enclosures and why?

SPECIMEN LETTERS (Types of letters)

According to the purpose of the letter there may be quite a number of different kinds.

1. Bread-and-Butter Letters

— Whenever you have spent a day or two as a guest in someone's house, you must write a letter of thanks to your hostess within a few days after the visit.

— It's good manners to write thank you for any presents or expressions of good will.

2. Letters of Reference

— If you are asked to give a former employee a reference, you may write a letter without salutation and complimentary close. Such letters should contain main facts about the person you write about and should sound enthusiastic. Don't leave out any important qualities and remember that omission implies demerit in each trait of character not mentioned.

3. Letters of Recommendation

— Letters of recommendation serve to draw the employer's attention to the candidate's suitability for the vacancy.

4. Letters of Invitation

— Invitations to important entertainment are nearly always specially engraved, so that nothing is written except the name of the person invited.

5. Letters of Formal Acceptance or Regret

— Formal acceptance or regrets are always written.

— Answers to informal invitations are telephoned more often than not.

— In accepting an invitation the day and hour must be repeated. But in declining an invitation it is not necessary to repeat the hour.

Module 4. Correspondence

Unit 8. Making requests. Expressing necessity

PERSONAL BUSINESS LETTERS

Business letters are written not only by the business employees. They are also written by others to conduct personal business.

Normally, if you know the person that you are writing to and have met him/her socially; you will want to make your letter less formal and more friendly.

Here are some specimen of business letters:

PATTERNS

a) Request Letters

The Brush Group Plc
Duke's Court
Duke Street
St. James's
LONDON S.W.I.
England

Dear Sir,

We are interested in the equipment produced by your company and advertised in the latest issue of «Industry».

Please send us your latest catalogues and price lists of this equipment. We would be much obliged if we could have them by return.

We are looking forward to hearing from you soon.

Yours faithfully,
for V/O Prommashexport
(N.Petrov)

Director

b) Information Letters (notifications, letters of advice, etc.)
Notification letter

2nd Jun, 1990

CONTRACT # 57/187

Dear Sir,

We would like to notify you that our inspector Mr Pavlov will arrive in London on 17th June this Year, Aeroflot flight # 367.

We look forward to having the results of his inspection as soon as possible.

Yours faithfully,
V/O PROMMASHEXPORT

Letter of Advice = Advice Note

16th July, 1990

Dear Sir,

Your order # 1355

We are writing you to inform you that we have shipped the first grinding machine against the above Order by Vinnitsa this morning.

Acknowledgement of receipt in good order and condition will be appreciated.

Yours faithfully,

Information Letter

13th Aug, 1990

Dear Mr Brown,

I would like to tell you that a delegation from our company of three people will arrive in London in the second half of this month.

I would be grateful if you could arrange their visit to some of your factories to see the equipment we spoke about in operation.

I thank in advance for your help and cooperation.

Yours sincerely,

c) Invitation Letters

There are several ways of extending an invitation to a social gathering:

1. The formal way, by means of a written invitation in the third person, often on printed cards in whose blank spaces the name and the details of the gathering are inserted.

2. Less formal way, by an ordinary friendly letter.

3. The least formal way when an invitation is given in conversation or over the telephone.

The invitation should be sent about two or three weeks before the event.

The form of the reply is determined by the form of the invitation. RSVP (Repondez s'il vous plaît = Please send your reply) is usually written on the right-hand side. But even if it is not written, courtesy dictates that a reply should be sent.

The Invitation Card (the formal way)

The Chairman and Directors
of THE BRUSH GROUP PLC

request the pleasure of your company at a reception to be held at the Reception Hall,at 7 p.m. on Friday, 24th April, 1990.

Evening Dress

RSVP
to the Secretary

Acceptance of the Invitation

The answers to formal invitations are written in the third person, without the opening salutation, the complimentary closing or signature:

Mr Ivan Pavlov thanks the Chairman and Directors of the Brush Group Plc for their kind invitation to a Reception to be held at the Reception Hall, at 7 p.m. on Friday, 24th April, 1990, which he has much pleasure in accepting.

Refusing the Invitation

Mr Ivan Pavlov thanks the Chairman and Directors of the Brush Group Plc for their kind invitation to a Reception to be held at the Reception Hall, at 7 p.m. on Friday, 24th April, 1990, but regrets that he is unable to accept owing to a previous engagement on that evening.

An Invitation Letter (less formal)

7th Aug, 1990

Dear Mr I. Pavlov,

It would give us great pleasure if you and your wife could join us for dinner on Saturday, the 23rd August, at seven o'clock.

Yours sincerely,
Anthony Brown

Accepting the Invitation

10th Aug, 1990

Dear Mr Anthony Brown,

Thank you very much for your invitation to dinner on Saturday, the 23rd August. Both my wife and I will be delighted to come (or We are pleased to accept).

Yours sincerely,
I. Pavlov

Refusing the Invitation

10th Aug, 1990

Dear Mr Anthony Brown,

Thank you very much for your invitation to dinner on Saturday, the 23rd August, but I very much regret that we are unable to accept your invitation owing to a previous engagement.

Yours sincerely,
I. Pavlov

USEFUL PHRASES

We are delighted to accept...	Ми з задоволенням приймаємо...
We look forward to joining you...	Ми з нетерпінням чекаємо на зустріч з Вами...
We are sincerely happy to join you...	Ми щиро раді зустрічі з Вами...
We are pleased to accept...	Ми з задоволенням приймаємо...
Unfortunately it will be impossible for us to...	На жаль, неможливо буде, щоб...
I am sincerely sorry that we cannot join you for...	Ми дійсно жалкуємо, що не можемо приєднатися до Вас, щоб...
We regret we cannot accept...	На жаль, ми не можемо прийняти...
Very regretfully we find that we cannot...	На великий жаль, ми дізналися, що не можемо...
Please accept my sincere regrets at not being able to join you for...	Просимо прийняти повідомлення, що я дуже жалкую про неможливість зустрітися з Вами...

d) Congratulation Letters

If you want your letter of congratulation to be success, you should write it as soon as you hear the good news. There are a lot of reasons for writing congratulation letters: business promotion, an important company anniversary, business policy changes, achievements in advertising, servicing or creating new products, etc.

There is no hard-and-fast rule about acknowledging letters of congratulations, but if you do that, you will show your good upbringing. In writing this kind of letter, you should always mention the occasion that prompts it.

Note: Only the man receives «congratulations» on his engagement. The woman receives «best wishes».

21st Jun, 1990

Dear Mr N. Brown,

I have just read of your promotion to sales manager. Let me offer my warmest congratulations.

I don't have to tell you that all of us here wish you the best of luck in your new position.

We are sure we will be reading more good news about you in the trade papers in the future.

Yours sincerely,
F. Popov

25th Nov, 1990

Dear Mr. Sedov,

Thank you very much for the lovely note of congratulations on my promotion. It was good of you to send it.

I sincerely appreciate all the good wishes of your colleagues.

Yours sincerely,
N. Brown

USEFUL PHRASES

We congratulate you on...	Вітаємо Вас з...
Congratulations on...	Наші вітання з...
Warm (sincere) congratulations, good luck and best wishes...	Наші щирі вітання з..., побажання успіхів і щастя...
Please accept our heartiest congratulations on...	Просимо Вас прийняти наші вітання від щирого серця з...
Permit me to congratulate you on...	Дозвольте мені привітати Вас з...
I was delighted to learn...	Я із задоволенням довідався...
It was with great pleasure that we learned of your appointment...	З великим задоволенням ми довідалися, що Вас призначили... (про Ваше призначення...)
May we congratulate you on your promotion...	Дозвольте привітати Вас із службовим підвищенням ...
We were delighted to read in the trade journal that you had been promoted and...	Ми із задоволенням прочитали в торговельному журналі, що Ви отримали службове підвищення і...

We want to send you our sincere good wishes and...

Your note of congratulation is deeply appreciated.

Your message of good wishes gave me a great deal of pleasure.

It was good (fine, nice, kind, wonderful, thoughtful) of you to write to me as you did.

Ми хочемо надіслати Вам наші щирі побажання найкращого ...

Щиро дякуємо за Ваш лист-привітання.

Я отримав велике задоволення від Вашого листа з найкращими побажаннями.

З Вашого боку було дуже люб'язно (передбачливо) написати мені.

e) Letters of Gratitude

A letter of thanks for hospitality should be written within two or three days of your return home, when it is still fresh in your mind.

22nd May, 1990

Dear Mr Brown,

Back now home I would like to thank you most warmly for your hospitality extended to me.

I very much appreciated your kindness in showing me round your works.

I had a most pleasant and interesting trip and hope to be of similar assistance to you if you come to Kyiv. I thank you very much again.

We look forward to further cooperation.

Yours sincerely,

Useful Phrases

To afford (render) hospitality (assistance)

We thank you for the samples of your products.

Thank you ever so much (most sincerely, very much indeed)...

I am most grateful to you for...

I regret very much that I did not have a chance to thank you personally for...

This is to thank you again for your wonderful hospitality and to tell you how much I enjoyed...

Проявляти гостинність, надавати допомогу

З подякою підтверджуємо отримання зразків Ваших виробів Велика подяка (найщиріше дякую Вам)...

Дякую Вам за...

Я дуже шкодую, що не мав можливості особисто подякувати Вам за...

Пишу, щоб ще раз подякувати Вам за чудову гостинність і сказати, яке велике задоволення

Thank you for one of the most enjoyable visits we have had to your country...

Thank you for doing so much to make our trip to London interesting and fruitful.

Thank you for contributing so much to make our stay in your country pleasant and resultful.

I am very grateful to you for your generous hospitality.

I hope some day you will find yourself in our country so that we can reciprocate your kindness.

я отримав...

Дякую Вам за один з найчудовіших візитів до Вашої країни...

Дякую Вам за те, що Ви зробили нашу подорож до Лондона такою цікавою та корисною

Дякуємо Вам за все те, що Ви зробили, щоб наше перебування в Вашій країні було таким приємним і результативним.

Я дуже вдячний Вам за Вашу щирю гостинність.

Сподіваюсь, що коли-небудь Ви будете в нашій країні, і я зможу відплатити Вам за Вашу щирість (доброту).

f) Letters of Apology

There are occasions when you should apologize for a mistake, error or oversight. Do it promptly with an explanation but without any lame excuses. Express your regrets and assurances that it will not happen again.

2nd July, 1990

Dear Sir,

ORDER # 389

We write to inform you about a delay in shipment of any goods from the London port because of strike of transport workers. Your goods are actually in London, and we are trying to get them to the Docks so that they can be loaded on the next vessel sailing on the 7th July.

We apologize for this unfortunate delay and are doing our best to get your order away.

Yours faithfully,

31st May, 1990

Dear Sir,

Thank you for your cable of 28th May this year, reminding us about our promise to send you some technical information about our new model.

Please accept our apologies for the delay, but we could not do anything earlier because of pressure of work at this time of the year.

We are sending you now the technical information required and hope that we shall establish good trade relations with you.

Yours faithfully,

Useful Phrases

We are extremely (very) sorry that... Ми дуже шкодуємо, що...

I hope you will accept my sincere apologies... Я сподіваюсь, що Ви приймете моє щире вибачення...

We certainly owe you an apology for... Ми неодмінно повинні вибачитись перед Вами...

I wish to apologize for... Я хочу вибачитись за...

g) Covering Letters

They are written when sending contracts, specifications, catalogues, samples of goods or information material.

3rd Jun, 1990

Dear Sir,

At your request we are sending you, under separate cover, our latest illustrated catalogue and some other technical data about our new model of Harvester H-130.

We hope that you will find our machine useful and reliable and place an order with us.

Yours faithfully,

23rd Nov, 1990

Dear Sir,

CONTRACT # 60-0711

In reply to your telex dated 19th Nov this year we are sending you with this letter two original copies of above Contract for signature.

Please send us one copy duly signed by return.

Enc: 2 copies of the Contract (14 pages).

Yours faithfully,

Useful Phrases

We are sending you in today's Надсилаємо (висилаємо,

mail...

направляємо) Вам із сьогоднішньою поштою...

We are glad to send you by parcel post...

З задоволенням надсилаємо (всилаємо, направляємо) Вам поштовою посилкою...

We are pleased to send you separately...

Ми раді надіслати (направити, передати) Вам окремим пакетом...

Further to our letter we are sending you...

Як доповнення до нашого листа надсилаємо (всилаємо, направляємо) Вам...

We are glad to send you a list of Ukrainian organizations dealing in... as requested.

З задоволенням надсилаємо (всилаємо, направляємо) Вам передік українських організацій, що торгують... відповідно до Вашого прохання.

At your request we are pleased to send you...

У відповідності з Вашим проханням з задоволенням надсилаємо Вам...

h) Letters of Confirmation

There are two cases:

When you need to acknowledge receipt of a document (a letter, a telex, an offer or a contract, etc.), you just write: «We have received your letter of the 2nd of July...»

When you need to confirm the previous agreement (arrangement) made on the telephone, by telegram, by telex or by word of mouth, concerning the price, the terms of payment or delivery, the date of the talks, etc., then you write: «We are writing to confirm our today's telephone conversation about price...»

20th July, 1990

Dear Sir,

We thank you for your telex informing us that you have signed Contract # 60-775 and are sending one copy back to us by today's post.

We are pleased that we have established business relations with you and assure you that you will have our full co-operation.

Yours faithfully,

21st Jan, 1990

Dear Sir,

We confirm our agreement reached by telephone today about the change in the terms of payment, which will be made by a Letter of Credit to be valid for 45 days. The Letter of Credit will be irrevocable and confirmed.

We hope that our co-operation will be the mutual benefit of the companies.

Yours faithfully,

USEFUL PHRASES

We thank you for your telex informing us that...

З подякою підтверджуємо отримання Вашого телексу з повідомленням, що...

We have received your Order # 3267 and started to...

Підтверджуємо отримання Вашого замовлення № 3267 і повідомляємо, що почали...

In confirmation of our telephone conversation this morning we...

На підтвердження нашої телефонної розмови сьогодні зранку ми...

i) Enquiry Letters

An enquiry usually states the name of the goods and terms and conditions on which the Buyer would like to have the goods, such as: the quantity and quality of the goods, the model (trade mark), the price, terms of delivery and terms of payment.

27th May, 1990

Dear Sir, We are interested in the new model of harvester advertised by you in the current number of the Industry and we are considering ordering 3 machines on trial. We need harvesters in a month's time. The advertisement, however, does not give sufficient information about the delivery time and otherwise.

Therefore we should appreciate further details as soon as possible.

We hope to establish business relations with your company and are looking forward to hearing from you soon.

Yours faithfully,

USEFUL PHRASES

We are interested in... and would ask you to send us your offer

Ми зацікавлені в... і просили б Вас вислати нам Ваші

(tender, quotation) for these goods (for this machine, for this equipment).	пропозиції (заявку, котировку) на цей товар (на цю машину, на це обладнання).
We require...	Нам потрібно (потрібні)...
We are regular buyers of...	Ми постійні покупці....
We are in the market for...	Ми хочемо купити....
Please send us samples of your goods stating your lowest prices and best terms of payment	Просимо Вас надіслати нам зразки Вашого товару, вказати найнижчі ціни і зручні умови оплати
Please let us know if you can send us your quotation for.... (if you can offer us...)	Просимо Вас повідомити, чи зможете Ви запропонувати нам...
Please inform us by return at what price, on what terms and when you could deliver...	Просимо Вас повідомити зворотною поштою, за якою ціною, на яких умовах і в який термін Ви могли б поставити...
We are interested in... advertised by you in...	Ми зацікавлені в... розрекламованій Вами...
We have seen your machine, Model 5 at the exhibition and...	Ми бачили Вашу машину моделі 5 на виставці та...
We have read your advertisement in...	Ми прочитали Ваше рекламне оголошення в...
We have received your address from...	Ми отримали Вашу адресу від...
We have learnt from.... that you are exporters of...	Ми дізнались від..., що Ви є експортерами...

j) Letters-Offers (Replies to Enquiries)

It is impolite to leave the letter (or the telex) unanswered even if at the moment you are not ready to give a definite reply. You should send an intermediate answer (letter, telex), thanking for the letter (telex) received and stating that as soon as the matter is cleared, a detailed reply will be sent.

A reply to an enquiry (if the Seller cannot send an offer immediately) states reasons why the Seller cannot send an offer at once and what is being done meanwhile. It also states alterations as to the quantity of the goods, their model (trade mark), delivery dates, etc., if any.

If the Seller can meet the requirements of the Buyer, he sends an offer stating the name of the goods offered their quantity and quality, the price, the delivery time or date, the terms of payment, the marking and packing instructions and other conditions.

5th Jun, 1990

Dear Sir,

Abt: Your Enquiry of the 27th May

We thank you for your enquiry for our new model of Harvester and enclose with this letter our latest leaflet for details.

But unfortunately, the delivery date you asked for is rather short, and we hope you can extend it, say by another month. In that case we are ready to make you an offer.

Your early reply on the matter will be appreciated.

Yours faithfully,

Enc: 1 leaflet

8th July, 1990

Mr. Brown,

African Food Co.Ltd,

Ghana

Dear Sir,

Enquiry for Wheat

We have just received your Enquiry of 3rd July this year for which we thank you and offer now for 5,000 tons of Wheat, Sample 425. We could offer you 5,000 tons of Wheat whose quality corresponds to that of Sample # 350.

Our prices and terms of delivery as well as terms of payment are given in a booklet enclosed with the letter.

We hope that our terms will meet your requirements, and if Sample # 350 is of interest for you, we ask you to send us your formal order immediately.

Yours faithfully,

Enc: 2 pages

USEFUL PHRASES

In reply to your enquiry of...	У відповідь на Ваш запит від...
In reply to your enquiry for ... offering you...	У відповідь на Ваш запит на (щодо)... пропонуємо Вам...
In reply to your enquiry and in	У відповідь на Ваш запит і під-

confirmation of our today's telephone conversation we are pleased to offer you...

We have received your enquiry and are happy to inform you that we can make you an offer for...

We thank you for your enquiry and are pleased to inform you that we could supply you with ...

Referring to your enquiry we would like to tell you that we could deliver...

We are carefully studying your enquiry and hope to send you our quotation very soon.

We have forwarded your enquiry to the manufacturers and will contact you as soon as we have their reply.

We thank you for your enquiry of..., but regret to inform you that we cannot offer you the goods required.

Our factory is fully engaged with orders now, and we cannot send you a quotation, but we may revert to the matter late next month.

тверджуючи нашу телефонну розмову, яка відбулась сьогодні, ми із задоволенням пропонуємо Вам...

Підтверджуючи отримання Вашого запиту, із задоволенням повідомляємо, що ми можемо запропонувати Вам...

Із вдячністю підтверджуємо, що отримали Ваш запит і з задоволенням повідомляємо, що ми могли б доставити Вам...

Посилаючись на Ваш запит, ми хотіли б повідомити Вас, що могли б поставити...

Ми зараз уважно вивчаємо Ваш запит і сподіваємось у найближчий час надіслати Вам свої пропозиції.

Ми передали Ваш запит заводу-виробнику і, як тільки отримаємо відповідь, зв'яжемося з Вами

Дякуємо за Ваш запит від..., але, на жаль, повідомляємо, що ми не можемо запропонувати Вам потрібний товар.

Наш завод повністю загрузений замовленнями зараз, і ми не маємо можливості надіслати пропозиції, але можемо повернутися до цього питання в кінці наступного місяця.

k) Letters-Orders (replies to offers)

9th Jun, 1990

Dear Sir,

We thank you for your letter of 5th Jun. enclosing your latest leaflet of the new model of Harvester.

We have decided to place a trial order with you for 3 Harvesters.

As to the delivery date we agree that they should be shipped 2 months after your confirmation of the order.

Dispatch and marking instructions will be given by our forwarding agents in London, who will tell you of their charges. Your invoice should include CIF Vinnitsa, and the amount of our credit is sufficient to cover this and your bank commission.

Please tell us by telex when the machines have been dispatched.

Yours faithfully,

13th July, 1990

Dear Sir,

In reply to your letter dated 8th July we would like to tell you that your terms of delivery and payment are quite acceptable to us, we find your price a bit too high, though.

We hope, however, that you will grant us a discount when we become your regular buyers.

So we are pleased to establish business relations and are placing an order for 5,000 tons of Wheat, Sample # 350 with you.

Please telex the date of shipment.

We are looking forward to your prompt confirmation of the order.

Yours faithfully,

Kyiv, 21st Febr, 1990

The Secretary,
Brown & Co. Plc,
London, England

Dear Sir,

We thank you for your Offer of 15th Febr for the delivery of cable.

Unfortunately we have to tell you that we find your prices much higher than those of other firms who have made us similar offers.

We could make use of your Offer and place our order with you if you reconsider your prices and reduce them at least by 10 per cent.

As to other terms and conditions, they are quite acceptable to us.

We are looking forward to your favourable reply.

Yours faithfully,

V/O Raznoimport

1) Letters Acknowledging Orders

14th Jun, 1990

Dear Sir,

Your Order for Harvesters

We are very happy to have your trial order for 3 Harvesters to be delivered in the second half of August. It is a pleasure to have the opportunity of supplying you and we are sure you will be satisfied both with the quality of our machines and our service.

Your choice of method of payment is quite acceptable to us, and we note that this will be by Irrevocable Letter of Credit, valid till 15th September.

We assure you that this trial order and all further orders shall be carefully fulfilled.

Yours faithfully,

18th July, 1990

Dear Sir,

Your Order for Wheat

We thank you for your Order of 13th July and confirm delivery of 5,000 tons of Wheat, Sample # 350 in August.

We would like to let you know that if you increase your order to 10,000 tons of Wheat, we can grant you an 8 per cent discount.

We hope that we shall be doing business to the mutual benefit of both countries.

Yours faithfully,

m) A Letter of Guarantee

This is to certify the first class quality of the materials used for the manufacture of the machines and their high quality and reliable operation for the period of 18 months from the date of delivery or 12 months after putting them into operation, whichever comes earlier.

Should the machines within the guarantee period prove defective or not conform to the terms and conditions of the present Contract, the Sellers shall eliminate the defects or replace the defective parts in the shortest possible time and at their own expense or the Sellers are to compensate the Buyers expenditure for their repairing.

n) Letters of Complaints & Claims

Complaints and claims usually arise from the delivery of wrong goods, damaged goods or not enough goods; there is also the matter of the goods not being of the kind expected, i.e. not being according to the sample or description. Delay in delivery is another cause for complaints.

Replies to letters of complaints should open with an apology, or at least an expression of regret, when an apology is inappropriate. Then the circumstances, which causes the trouble, should be explained. It will then be advisable to express the hope that the party making the complaint has not been unduly inconvenienced.

Finally the writer should state that every effort will be made to prevent the recurrence of this kind of trouble and express hope that the good relations between the two parties will continue.

Any complaint should be dealt with promptly, otherwise delay will cause more trouble. If an investigation is required which is likely to take some time, the complaint should be acknowledged, with an explanation that is being attended to and promise of a full reply as soon as everything is cleared up.

SPECIMEN LETTER

13th July, 1990

Mr. Simpson,
Simpson & Co PLC,
SHEFFIELD,
England

Dear Sir,

EQUIPMENT UNDER CONTRACT # 184/115

We are sorry to have to inform you that in the consignment of equipment we have received against the above Contract there are several broken cases and some machines are damaged.

We are sending you the report signed by our inspectors from which you will see the extent of the damage.

Also, we would like to draw your attention to a fortnight's delay in shipping the machines. This is an infringement of Clause 4 of the Contract which, you may well see, also stipulates payment by the Supplier of damages in case of delay in delivery.

So we ask you to transfer to our account the sum of the penalty and to strictly observe the terms of the Contract in future.

We hope to hear from you soon.
Yours faithfully,
V/O Techmashimport

o) Letters of Recommendation

Student Name **Vitaly V. Vasilenko**

Recommendation Form

To be completed by an instructor familiar with the student's work in his or her field of specification.

In the recommendation, please provide a candid evaluation of the applicant's part academic performance and your assessment of his or her ability to participate on an educational exchange program in the United States. Your statement will be given considerable importance by American universities and colleges reviewing this student's application, and therefore should be as completed and detailed as possible. Your comments can be continued on the reverse side if more space is needed. This recommendation should be typewritten and in English, if possible. If not in English, an accurate translation must be attached. All recommendations must be certified with the official seal of the instructor's institution.

Dear Sirs,

It is a pleasure to write this letter of recommendation to support the candidacy of Vitaly V. Vasilenko for 1996-97 USIA-ACTR/ /ACCELS FSA Undergraduate Program. I can evaluate his progress in English, as well as in Economics because for the past two years I have been his English teacher and have worked closely with him.

As a student in Finance, Vitaly Vasilenko has distinguished himself by his deep interest in the subjects studied at the University and in the modern tendencies in current economy of the country, its financial situation and ways of positive development. He needs more knowledge of laws and economic tendencies in developed countries.

Last year Vitaly in his paper «Banking in Ukraine», investigated the problem of Ukrainian banking and told his report on the topic at the annual

students' scientific conference. His views and ideas were independent and rather interesting.

At all classes Vitaly always shows good knowledge of the subject and his readiness for disputing and exchanging opinions on general and specific economic problems. He has a good command of both spoken and written English. Being an industrious and diligent student he also demonstrates creative and untraditional approach in his studies and research.

Out of studies Vitaly is an active, initiative man, patient and amiable with his class-mates. I can recommend him as a highly responsible and reliable student. I believe that Vitaly V. Vasilenko will be able to participate successfully in an educational exchange program in the United States. I support with enthusiasm his application for that possibility.

Name of Recommender	Natalya Shamkhalova
Title	Senior Teacher of English, Foreign Languages Chair
Place of Employment	Kyiv State Economic University
Address	49g Dehtyariivska Str., Kyiv, Ukraine
Telephone	380-44-441-7637
Signature	Date 5 January 1996

Інформаційні джерела

5. Ashley, A. Commercial Correspondence. UK: Oxford University Press, 2009/ A. Ashley – 304 p.
6. Ashley, A. Correspondence Workbook. UK: Oxford University Press, 2009/ A. Ashley – 112 p.

Unit 9. Talking about the future

p) MEMOS

A memo (short form for memorandum) is drafted for internal purpose and meets the need for fast internal communication within the firm. The main difference from a conversation or a phone call is that the reader will be given time to think over his reactions and will keep this document in his files for future reference. The fact that there is no coming back on what has been written and that other people may happen to read your memo should

have a definite influence on the way you express things and make recommendations.

Memos are often used to inform someone of the state of things at a particular moment, and alternative courses of actions may then be recommended. Memos can be addressed to a superior, a subordinate or a group of people (e.g. Memo to All Personnel in the Testing Dept). Although the style may vary according to the addressee(s), there are however basic rules one should observe when drafting a memo.

SPECIMEN MEMO

To: Messrs. A. Clifford, B. Thompson, M. Muliner
From: S. Pavlenko
Date: April 21, 1996
Subject: On outgoing premium circuit use

Dear Sirs,

In accordance with the decision made at the meeting that took place on March 2, 1996, Network strategy & planning department carries out the study of traffic capacity from premium subscribers and its relation with traffic on regular circuit groups.

However, taking into consideration the fact that we began to receive the above mentioned information from Billing department only from this February, at the moment the objective assessment of the situation is impossible.

We shall inform you additionally on the measures being taken on premium circuit use after March and April data summarizing and analysis.

Sincerely,

Sergei Pavlenko
Acting Director
Network Strategy & Planning

q) RESUMES

When Writing a Resume...

Put most important facts first

Make it neat

Make it easy to read

Keep it brief

Type or print it

Use only job-related information.

SPECIMEN RESUMES

Jennifer Maxwell Strauss

Present Address

P.O. Box 23383,
Emory University
Atlanta, GA 30322
(404) 555-8550

Permanent

Address
274 Alpha Road
West Chester,
PA 19150
(215) 555-5939

Objective An internship in advertising

Education Emory University, School of Business Administration
Atlanta, GA
Candidate for BBA degree, May 1993
Major: Marketing

Activities Panhellenic Representative, 1990-1991
Delta Phi Epsilon Sorority
Participated in weekly meetings that were held to allocate
funds to sponsor various all-university events. Liaison
between the Delta Phi Epsilon
Sorority and the Panhellenic Board.

Experience Administrative Assistant
December 1990-January 1991
Summer 1991
The Craft Fashion Institute, Philadelphia, PA
Coordinated information to produce course syllabi.
Proofread and oversaw printing of course catalog system
in the library. Organized and maintained the director of
education's office.

Sales Clerk
 Summer 1990
 Kamikaze Kids, Philadelphia, PA
 Promoted unique, upscale children's clothing.
 Responsibilities included opening and closing the store
 and making cash deposits. Cash register experience.

Public Relations Intern
 March 1989-June 1989
 Elkman Advertising, Philadelphia, PA
 Worked closely with the account executive for the
 McDonald's Corporation. Responsibilities included
 following-up press releases and television spots, calling
 various media offices, and arranging interviews with local
 celebrities to promote McDonald's various public
 relations interests.

Additional Working knowledge of BASIC computer language.
 Data Extensive travel in the United States, Europe, and Mexico.
 Hobbies include theatre, reading, and music.
 References Available upon request.

Susan Feagin
 1355 Edna Street, Napa, CA 94558
 Home phone: (415) 555-5760
 Office: (415) 5555-5745

Sales, Leading to Sales Supervision

Personal selling	Display	Correspondence
Customer	arranging	Files and
relations	Fluent	in records
Stock handling	Spanish	Shorthand, 90
Complaint	Word	wpm
handling	processing	Typing, 55 wpm
	Office	
	procedures	

Salesperson, Fabric Imports, Napa, California
Responsible for sales and customer relations.

Achievements include being top salesperson for last three years and adding ten new accounts.

Secretary to Dean of Instruction, Richland College, Dallas, Texas.

Responsibilities including full secretarial service, handling student complaints, handling all confidential faculty records, composing letters and memos on word processor, and taking dictation.

Fountain Clerk (part-time), Jack-in-the-Box, Dallas, Texas

Associate of Arts Degree, 1984, Richland College, Dallas, Texas. Major in business with emphasis in sales and secretarial science

High School Diploma, 1982, Willard High School Dallas, Texas

Student Government Representative

Young Salespeople of America

Available upon request

Інформаційні джерела

7. Ashley, A. Commercial Correspondence. UK: Oxford University Press, 2009/ A. Ashley – 304 p.

8. Ashley, A. Correspondence Workbook. UK: Oxford University Press, 2009/ A. Ashley – 112 p.

Unit 10. Revision

TELEXES, TELEGRAMS, TELEFAXES

TELEXES

Telegrams sent with the help of teleprinters (teletypes) are called telexes.

Telexes are mostly used for information which is in urgent for you to have or to pass. The Telex network is world-wide and links over 400,000 subscribers in over fifty different countries. How wide is the Telex network nowadays can be seen just from one example: only one Japanese company «Mitsubishi Serji» has got 125 teleprinters all over the world and 60 teleprinters in Japan itself. They are all linked with the Central Computer Exchange of the company in Tokyo by communication lines of 450

thousand km long, which is 11 times longer than the circumference of the Earth.

All telex numbers are published in the Telex Directory. Company telex number(s) is (are) given in printed company-forms (company letter-paper) in the letterhead or at the bottom of the page: e.g. TLX # 783290, Telex 86286 Allman G, Telex: 667844 Simcar G.

The telex system provides a 24-hour service, and messages may be sent to a subscriber even when his teleprinter is unattended, if it has not been switched off. So it is possible to send messages at night ready to be dealt with first thing next morning. All calls are charged on a time-and-distance basis.

In addition to standard telex equipment for the messages as they are typed, there is a special equipment for the transmission of messages automatically at high speed. This equipment may be fitted to the teleprinter and transmit messages on perforated tape at a continuous speed of 400 characters (or 66 words) a minute.

The advantages of automatic transmission are obvious. Here are some International Telex Abbreviations which may be useful to remember:

ABS	=	absent, office closed
ATTN	=	for the attention of
FIN	=	end of message
NC	=	lines engaged
OCC	=	customer engaged
OK	=	agreed
PLS/SVP	=	please
RPT	=	please repeat message
RYT	=	reference your telex
TX/TLX	=	telex
EEE/XXXX	=	an error, the next word replaces the last word.

Telexes should be short, exact and clear. They are often written without the Opening Salutation or the Complimentary Closing and without paragraphs. Very often conjunctions, prepositions, pronouns and punctuation marks may be omitted if it does not impair the meaning of the message. To mark the end of the sentence the word «stop» or full stop may be used. As a rule, no capital letters are used in the telex messages.

TELEGRAMS (CABLES)

Messages transmitted by telegraph are called telegrams if they are sent by means of wire and cables (cablegrams) if they are sent by means of cable (laid underground or on the ocean bottom). Nowadays in Britain and

in most other English-speaking countries, however, the word «cable» is used for any telegrams which are sent out of the country. It is even applicable to wireless communication (to radiograms). Telegrams are usually typed out in capital letters without any punctuation, the word «stop» may be used if necessary to make the meaning clear.

Since telegrams are charged according to the number of words, they must be economically worded, i.e. kept short:

1. By means of omitting nonessential words such as articles, link words, pronouns as subjects, some prepositions (not «within» or «without») and other auxiliary parts of the sentence. But the message to be sent must not be cut down so far as to make it ambiguous.

2. By leaving out the Opening Salutation and Complimentary Closing. Such courtesy-words, however, as thanks (thank you-TU), please (PLS), kindly appreciate, regards (RGDS) and some others are widely used.

3. By using abbreviations such as:

ABT	= about	про, відносно
ASAP	= as soon as possible	якомога швидше
B/F	= Bill of exchange	переказний вексель
BIBI	= bye-bye	до побачення
B/L(blading)	= Bill of Lading	коносамент
CFV	= please confirm	просимо Вас підтвердити
DLRS	= dollars	доларів
DOZ	= dozen	дюжина
INFO	= information	інформація
LC	= Letter of credit	акредитив
OK	= okay, agree	згодні
PLS	= please	просимо
QOK	= question OK, do you agree?	Чи Ви згодні?
RE (Lat)	= relating to	відносно, посилаючись
REF	= referring to	посилаючись на, згідно з
RGDS	= regards	З повагою
RPT	= repeat	Прохання повторити, повторюємо
TLX	= telex	телекс
YR	= your	Ваш

4. By joining parts of words and whole words: OURLET = our letter, YOUR LET = your letter, OUR TEL = our telegram (telex), YOURTEL = your telegram (telex), RELET = relating (referring) to letter, RECABLE =

relating (referring) to cable, REPHONE = referring to telephone conversation, REURLET = referring to your letter /REYRLET/, REURTEL = referring to your telegram (telex) /REYRTEL/, PRODOC = project document, PERDAY = per day, PERTON = per ton, FIVEPERCENT = five per cent (%).

To avoid mistakes numbers in cables are written in words, and certain numbers e.g. double figures (cardinal and ordinal) from twenty one (twenty first) and on — twentyone, thirtyfirst, fortyfive are written in one word. Number «one hundred (thousand),etc.» are written in one word, as well as ninehundred, seventhousand, fivethousand and fiftyfive (=5 055).

e.g. «REYRTEL TENTH MAY QUOTING LOWEST
TWOHUNDRED PERUNIT INCLUDING FIVEPERCENT TRADE
DISCOUNT RGDS»

5. By using «cable language» («telegraphic English»), which is not always correct in ordinary writing, for example:

«PLS QUOTE LOWEST AND SOONEST TWO MACHINETOOLS CIF
CALCUTTA RGDS» (The words «lowest» and «soonest» are understood to mean: «the lowest price» and «the soonest (earliest) delivery time»).

«CONFIRMING SHIPMENT EARLY MAY TWO MACHINETOOLS
PLS ADVISE SHIPMENT TIME SECOND LOT ASAP RGDS»
(confirming = we are confirming).

«REGRET PRICE UNACCEPTABLE» (=we regret we cannot accept your price).

«REGRET POOR DEMAND COMPETITORS POSITION VERY
STRONG» (= we regret that there is poor demand for your equipment. Our competitors are in very strong position.)

For the sake of economy and occasionally of secrecy instead of writing cables in clear you may use commercial codes (Marconi, Bentley's) and cyphers. There are special «Code Books», for example the British ABC Code, which serve as dictionaries (to read cables written in code).

Remember that:

a) certain words are very frequent in cables, for example:

to advise повідомляти

advice повідомлення

to expedite прискорювати

to finalize завершувати, закінчувати

to report доповідати

«PLS ADVISE SOONEST DELIVERY DATE RGDS PETROV»

«PLS EXPEDITE REPLY RGDS BROWN»

«URGENTLY FINALIZE CONTRACT NEGOTIATIONS»

b) if a document is quoted, the word «QUOTE» is written at the beginning (meaning — цитую) and «UNQUOTE» at the end (= кінець цитати)

c) you write the word «EYE» for the pronoun «I» to avoid confusing it with figure «I».

d) to stress the importance of something the word «REPEAT» is used and the important part is repeated, e.g.

«PLS TRANSFER ENGLISH POUNDS 500 REPEAT 500 ASAP.»

Lengthy messages which are urgent may be sent by letter telegrams at half the rate for ordinary telegrams. They are delivered on the day next to one when they were handed in. Messages sent by letter telegram must have the appropriate indication: L.T. in front of the address.

Just a couple of decades ago telegraphic messages were the fastest means of business communication. They were widely used for buying and selling in exchanges, in dealings in raw materials, stocks and shares, foreign currencies, ships and insurance. But their role has been diminishing over since the appearance of other means of communication — especially telexes.

For the convenience of the customers companies register their cable addresses (= telegraphic addresses) which are abbreviated (brief) registered addresses for use in cables. Company cable addresses were and sometimes still are printed on company forms.

Formally the cable address was given in detail, for example on the letter paper of the English firm Y. Brown & W. Pink Ltd. you could read:

Telegrams:

Foreign — BRONK, LONDON

Inland — BRONK, PICCY, LONDON

Code — BENTLIES

Now it is short:

Cable: STANLOR ESSLINGEN

(=cable address of Standard Electric Lorenz AG from Esslingen)

Cable: NISSHOIWAI TOKYO

(=cable address of Nissho Iwai Corporation from Tokyo).

Some companies do not print their cable addresses on their forms any longer.

SPECIMEN CABLES

JONSO LONDON

YOURLET SECOND JUNE CAN GUARANTEE DELIVERY BY
AUGUST

FIRST PROVIDED

ORDER RECEIVED LATEST JUNE FIFTEENTH RGDS BROWN
BRONK LONDON

REGRET UNABLE ACCEPT FURTHER ORDERS UNTIL END
JULY REPEAT END JULY RGDS

Since cables and telexes are not juridical documents and if they contain information changes in terms, dates or other important agreed data, they should be confirmed by letters the same day, either by repeating their words, or by sending their carbon copies.
e.g.

Dear Sir,

We confirm our exchange of cables according to the attached copies, and enclose our Order # 456 with shipping instructions.

ENC: 5 pages

.....(Signature)

Dear Sir,

We confirm our cable, as per copy attached (enclosed), and your reply as follows:

....(Signature)

TELEFAXES

While telexes are used to pass information about orders, time of delivery and various other matters during the negotiations, important printed materials may be transmitted from one place to another by telecopiers (which is principally a copying machine that is connected to another similar copier through the telephone network) often called telefaxes.

SPECIMEN TELEFAXES

I

To: Mrs Marjolein Bakker
Conference Service
PTT Telecom Netherlands
fax: +56 72 511 3587

From: Ivan Petrenko
Ukraine
tel: + 380-44-229 1123
fax: + 380-44-229 0056

Date: March 2, 1995

Subject: On participation in GDM

Dear Mrs. Bakker,

Thank you very much for hotel reservation for us. As before, we plan to arrive in the Netherlands on March 26, 1995 by the flight of KLM Kyiv — Amsterdam.

We should be most grateful if you would send us an official invitation that is necessary for an entry visa at the Netherlands Embassy.

Hereby we send you our passport data:

First name	Ivan Petrenko	Tamara Bilenko
Date of birth	August 29, 1955	March 16, 1968
Passport number	42=6295702	40=6891346
Nationality	Ukrainian	Ukrainian

Sincerely,

Vasyl Ivanov
Acting Director
Strategy & Planning

II

To: Director Training
PTT Telecom
tel: 3170 332 3315
fax: 3170 332 4029

From: Ivan Petrenko
Network Strategy & Planning
tel: 380-44-224 1235
fax: 380-44-224 1239

Date: April 6, 1995

Subject: Course attendance «Management of Planning of Modern Telephone Network»

Dear Mr. Norman A. Matil,

Thank you very much for your help in entrance visa reception at the embassy of Netherlands in Kyiv.

I plan to arrive to Netherlands on Sunday, April 9, 1995 by the KLM flight Kyiv — Amsterdam. According to the time table, arrival time to Schiphol airport at 17.30.

Will you be so kind to arrange a transport to take me from the airport to Groningen.

Thank you for your assistance.

Kind regards,

Ivan Petrenko,
Director
Network Strategy & Planning
III

To: Mr. Tay Lee Heng
International Network Service Division
Singapore Telecom

From: V. Grinchenko
Network Planning
Ukrstel

Date: February 23, 1995

Subject: Ukraine-Singapore circuits redivision

Dear Mr. Tay Lee Heng,

According to our mutual agreement, we planned to change 2 both-way circuits Ukraine-Singapore to one-way ones on January 25, 1995. However, as it turned out during rehomeing at Singapore and Ukraine exchanges the time slots were not coordinated that resulted in error appearing in circuit operation.

In this context please send us again the indices of this circuits and the slots corresponding to them.

Sincerely,

Vitaly Grinchenko,
Acting Director
Network Planning
Ukrstel

Інформаційні джерела

1. Ashley, A. Commercial Correspondence. UK: Oxford University Press, 2009/ A. Ashley – 304 p.

2. Ashley, A. Correspondence Workbook. UK: Oxford University Press, 2009/ A. Ashley – 112 p.

1.5. Питання для самостійного вивчення

- A.
1. What is necessary to make a successful career in business?
 2. How to prepare for a job interview?
 3. How to behave at the interview?
 4. Can a career be defined due to gender approach?
 5. Give a definition for e-commerce. What are its advantages and disadvantages?
 6. Describe teenagers as online buyers. What problems may teenagers face if they decide to buy online?
 7. What makes negotiation effective?
 8. What is bargaining? How to succeed in bargaining?
 9. Think of a company you would like to work for. Why? Which business sector (telecommunication, engineering, retailing, construction, tourism, banking and finance, transport, electronics, food, pharmacy) would you choose to work in?
 10. Are you a creative person? Is it difficult for you to have a new perspective upon ordinary things?
 11. What should companies do to encourage new ideas?
 12. Describe how to organize a meeting. What are the best techniques for holding a meeting and having good results.
 13. Remember the ways do you do to relax.
 14. Remember all situations which can be stressful. Explain why.
 15. Why do people become workaholics?
 16. When is the job a rat race? What should you do to escape the situation when your job is a rat race?
 17. What is your favourite entertaining activity?
 18. Many companies spend a lot of money on corporate entertaining. Do you think the money is well spent? Why or why not?
 19. How important is group entertaining in your student life?
- B.
1. Describe the structure of a memo.
 2. Explain how to write an e-mail message.

Питання для написання ессе. Essays topics

1. 1. What makes a successful interview.
2. 2. What are your predictions for shopping online? How long

- may it live?
3. 3. Which way is more preferable for you: development or quiet life without ups and downs?
 4. 4. How resourceful are you? Can you give examples when you generate ideas which help change something for the better.
 5. 5. Give advice how to overcome stressful situations.
 6. 6. Remember and describe the most impressive event the company uses to entertain customers.

Граматичний матеріал. Grammar

1. Modals: ability, requests and offers
2. Modals: must, need to, have to, should
3. Present simple and present continuous
4. Past simple and past continuous
5. Past simple and present perfect
6. Multi-word verbs

ІНДИВІДУАЛЬНІ ЗАВДАННЯ ДЛЯ САМОСТІЙНОЇ РОБОТИ СТУДЕНТА ТА МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО ЇХ ВИКОНАННЯ

Теми презентацій та рефератів Presentation and project topics

Module 1. People and Jobs

Unit 1. Describing jobs.

Careers, jobs and management

Choosing the best candidate for a job

Unit 2. Inviting, asking, answering

Selling online.

Joint venture opportunities

Module 2. Meeting people

Unit 3. Talking to guests.

Company type

An investments ideas

Unit 4. Promising, giving advice, offering help.

Ideas promotion

The best ideas for three new products

Module 3. Business Matters

Unit 5. Talking about the past.

Job satisfaction

Ways to reduce stress

Unit 6. Reporting. Promising.

Entertaining

Organization of a conference

Unit 7. Giving orders. Expressing conditions.

Marketing

Relaunch a Product

Module 4. Correspondence

Unit 8. Making requests. Expressing necessity.

Planning

Plan a radio program

Managing people

The way we do things

Unit 9. Talking about the future.

Conflict

Problem with an employee

New Business

Choose a location for a new factory

Unit 10. Revision

Products

Innovative products

Presentation

The student prepares the oral report on a given topic at home. The presentation has a specific structure. It consists of three main parts: introduction, main part and conclusion. In the introduction the student addresses his audience, states the subject matter of the report, defines the objectives achieved by it, describes the visuals, mentions questions and time. The main part may contain any amount of material necessary to expound the subject matter. The conclusion includes the brief summary of the issues discussed in the report and speaker's personal inference. In the end the student welcomes questions from the audience. The discussion usually follows the report. During home preparation the student should use most of the text, but he is allowed to make an independent research of the subject using reliable sources of information.

WRITING PRACTICE

PRÉCIS AND COMPOSITION

The treatment of these two exercises is based on the principle that précis-writing is the exact counterpart of composition, the former being largely a matter of analysis; the latter- of synthesis. For instance, when setting out to write a precis, the student must be able to understand a text, break it down into its component parts, and reconstruct the original plan of the piece in note form before writing his own version. Essay writing requires the reverse procedure, for the student sets out with a subject which has to be developed first in note form and ultimately written out in continuous prose. Accordingly, the exercises will aim at training the student in these two processes and will run exactly parallel. Many of the exercises are based directly on material contained in the text. The student will therefore be able to correct his own work simply by referring to the text after he has finished an exercise.

PRÉCIS

The student should demonstrate ability to reconstruct the main sequence of events in a piece of narrative prose (e.g. describing actions or experiences). This presupposes that the student is capable of the following:

- a. a. Reading, understanding and carrying out instructions.
- b. b. Extracting specific information to write a list of points in note form outlining the main sequence of events in a piece of narrative prose.
- c. c. Connecting these points to form simple, compound and complex sentences and arranging them logically to write a well-constructed paragraph in a set number of words.

COMPOSITION

The student should demonstrate the ability to write a narrative or descriptive composition of about 300 words. This presupposes that the student is capable of the following:

- a. a. Making a short plan (i.e. listing a few ideas in note form).
- b. b. Connecting the ideas to write a composition of about three or four paragraphs. The composition should contain an introduction, development (main part) and conclusion.

Реферат складається з таких структурних частин:

1. Contents
2. Introduction
3. Main Parts/Part
4. Conclusion
5. Literature

1. 1. Вимоги до оформлення:
1.1. Виконується або а) у рукописному вигляді (до 20 сторінок),
або б) на комп'ютері (до 10 сторінок).

1.2. Стиль: Times New Roman

Інтервал: 2

Розмір шрифту: 14

Поля: верхнє – 2 мм

нижнє – 2 мм

ліве – 2,5 мм

праве – 1,5 мм

1.3. Номери сторінок вказуються у правому верхньому куті.

1.4. Назви структурних частин реферату подаються з великої літери і розташовуються на певній відстані від загального тексту. При друкуванні назви структурних частин друкуються жирним шрифтом за два інтервали до тексту реферату.

2. 2. Титульна сторінка реферату:

Poltava University of Consumer Cooperatives in Ukraine

Business English Department

Summary

of authentic sources on the topic ...

Prepared by

first year student

of group T –

Surname First Name

Poltava – 2013

Інформаційні джерела

1. Murphy R. English Grammar in use/ R. Murphy – Great Britain: Cambridge University Press, 1994. – 329 p.
2. Ashley, A. Commercial Correspondence. UK: Oxford University Press, 2009/ A. Ashley – 304 p.
3. Ashley, A. Correspondence Workbook. UK: Oxford University Press, 2009/ A. Ashley – 112 p.
4. J Christopher Holloway. The Business of Tourism. – Prentice Hall: Pearson Education Ltd., 2009. – 776 p.
5. Plog, Stanley C. Leisure travel: a marketing handbook/ Stanley C. Plog. – Pearson Education, Inc., Upper Saddle River, New Jersey, 2004. – 258 p.

Cook, Roy A. Tourism: the business of travel/ Roy A. Cook, Laura J. Yale, Joseph J. Marqua. – 2nd ed. – Pearson Education, Inc., Upper Saddle River, New Jersey, 1999. – 450

ПОРЯДОК І КРИТЕРІЇ ОЦІНЮВАННЯ ЗНАТЬ СТУДЕНТІВ

Поточне оцінювання знань студентів.

Основні принципи організації поточного і підсумкового контролю знань студентів спрямовані на ефективну реалізацію таких завдань:

- підвищення мотивації студентів до систематичної активної роботи впродовж навчального року, переорієнтація їхніх цілей з отримання позитивної оцінки на формування стійких знань, умінь та навичок;
- систематизація знань та активне їх засвоєння упродовж навчального року;
- відкритість контролю: ознайомлення студентів на початку вивчення дисципліни з контрольними завданнями і критеріями їх оцінювання;
- подолання елементів суб'єктивізму при оцінюванні знань із застосуванням 100-бальної шкали оцінювання;
- розширення можливостей для всебічного розкриття здібностей студентів, розвитку їх творчого мислення та підвищення ефективності роботи викладача.

Оцінювання знань студентів з навчальної дисципліни здійснюється на основі поточного модульного контролю і підсумкового контролю знань (ПМК).

Об'єктом оцінювання знань студентів є програмний матеріал дисципліни різного характеру і рівня складності.

Контроль виступає невід'ємною складовою системи навчання іноземних мов. *Завданням* контролю є визначення та оцінювання рівня сформованості іншомовних мовленнєвих навичок і вмінь студента, які виступають *об'єктами* контролю. Якісні та кількісні показники володіння студентами різними видами мовленнєвої діяльності (слухання, говоріння, письмо, читання) служать *критеріями оцінки*.

Контроль реалізується в таких його видах:

а) *поточний контроль*, який здійснюється для визначення рівня сформованості окремої навички або вміння при засвоєнні певного обсягу навчального матеріалу;

б) *рубіжний контроль*, який проводиться після закінчення роботи над темою, тематичним циклом (модулем), у кінці семестру, навчального року;

в) *підсумковий контроль*, який завершує вивчення дисципліни «Ділова іноземна мова в туристичному бізнесі».

За формою організації контроль може бути *індивідуальним* або *фронтальним/груповим*; за характером оформлення відповіді – *усним* або *письмовим*; за використанням мови – *одномовним* або *двомовним*.

Система тестів поточного модульного контролю складається з *Revision Tests (Revision Test A, Revision Test B, Revision Test C, Revision Test D)*, які за вибором викладача можуть виконуватися студентом як домашнє завдання, або як індивідуальна робота в аудиторії. Усі *Revision Tests* подані у *Course Book*, отже, студенти мають можливість повторити вивчений матеріал та підготуватися до виконання тестів. Виконання таких тестів допомагає студенту систематизувати вивчене. Окрім *Revision Tests*, студентам пропонується виконати 5 контрольних тестів (*Entry Test* (вхідний тест), три *Progress Test* (тести контролю знань), *Exit Test* (підсумковий тест)).

Дисципліна «Ділова іноземна мова в туристичному бізнесі» передбачає всі види і форми контролю, який починається з тесту загального володіння іноземною мовою з метою визначення початкового рівня сформованості навичок і вмінь мовленнєвої діяльності студентів.

Поточний фронтальний усний одномовний контроль здійснюється на кожному практичному занятті у вигляді опитування, виконання вправ і завдань, перевірки розуміння змісту тексту, правильності вживання граматичних структур.

Рубіжний контроль різний за формою проводиться в кінці кожної лексичної теми у вигляді ситуаційних завдань, рольових ігор, тестових і контрольних завдань, презентацій.

ПЕРЕЛІК ПИТАНЬ, ЩО ВІНОСЯТЬСЯ НА МОДУЛЬНИЙ КІНЦЬ

1. The layout and presentation of a letter.
2. Letter heads.
3. Content and style.
4. Enquiries.
5. Replies and quotations.

6. Orders.
7. Describing jobs.
8. Inviting, asking, and answering.
9. Talking to guests.
10. Promising, giving advice, offering help.
11. Talking about the past.
12. Reporting. Promising.
13. Giving orders. Expressing conditions.
14. Talking about the future.
15. Making requests. Expressing necessity.

ПРИКЛАД ПОБУДОВИ ЗАВДАНЬ ДЛЯ МОДУЛЬНОГО КОНТРОЛЮ

I. Translate the adjectives to describe jobs and make sentences with them:

rewarding motivating mundane monotonous satisfying
challenging boring stimulating stressful gratifying

II. Fill in the gaps with a word from the list above.

1. I work as a nurse and my job is difficult. I am very interested in what I do and enjoy rising to the challenges it presents. It's _____ and _____. It is also very _____ when I see a patient's smiling face after I have helped him/her.
2. I work on a production line, I do the same thing every day; my job is _____. Nothing unusual or out of the ordinary ever happens; it's very _____.
3. I usually get to work and already have a mountain of work. I have to think on my feet a lot and use my own judgement. Sometimes I have sleepless nights because of my job. It's _____. When I do something well and I know that I did a good job, it's very _____.
4. I work hard but I get a lot back from my job; I always feel appreciated by my co-workers and by my boss. I feel good about what I do. It's _____.
5. I always want to get up in the morning and see what has to be done. As soon as I know what has to be done I always want to work and get down to business. It's _____.

6. I never want to get to work; I daydream all of the time. My job is _____

With your partner describe your job using the words from the above.

II. From the above sentences, consider what the following mean and translate them into Ukrainian. Make sentences of your own with these word combinations:

out of the ordinary	to use my own judgment	a mountain of work
to rise to the challenge	to get a lot back	to get down to business

Підсумкове оцінювання знань студентів.

Підсумкове оцінювання знань з дисципліни здійснюється у формі ПМК.

РОЗРАХУНОК ЗА 100-БАЛЬНОЮ СИСТЕМОЮ ОЦІНЮВАННЯ ЗНАНЬ СТУДЕНТІВ

I. АУДИТОРНІ ЗАНЯТТЯ – до 60 балів.

З них:

- усні відповіді – до 40 балів;
- презентації – до 5 балів;
- тестування – до 5 балів;
- активність – до 5 балів;
- відвідування занять – до 5 балів.

Успішність студента оцінюється згідно з такими критеріями:

- «відмінно» одержує студент, який виконав завдання, передбачені навчальною програмою у повному обсязі: продемонстрував повні знання та набув відповідні навички та вміння з дисципліни, що вивчається, і в результаті виявив високий рівень іншомовної мовленнєвої компетенції;
- «добре» отримує студент, який систематично виконував завдання навчальної програми, виявив достатні знання матеріалу, але у відповідях допускав незначну кількість граматичних помилок і має незначні труднощі у використанні лексичного матеріалу в комунікативних ситуаціях;

- «задовільно» отримує студент, який виконав основну частину навчальної програми, але має труднощі у використанні граматичних форм та лексичного матеріалу під час обговорення кейсів, презентацій тощо;
- «незадовільно» одержує студент, який не виконав основний обсяг навчальної програми з дисципліни та не засвоїв відповідний лексичний і граматичний матеріал, не набув умінь і навичок іншомовного мовленнєвого спілкування за модулями.

II. САМОСТІЙНО-ІНДИВІДУАЛЬНА РОБОТА – до 40 балів.

З них:

- домашнє додаткове читання – до 15 балів;
- ведення словника – до 5 балів;
- виконання письмових завдань – до 5 балів;
- індивідуальна робота в комп'ютерному класі – до 5 балів .

III. ДОДАТКОВІ БАЛИ – до 20 балів.

З них:

- участь у наукових конференціях, олімпіадах – до 10 балів;
- участь у гуртках – до 5 балів;
- інші заходи, що сприяють розвитку знань – до 5 балів.

Загальна підсумкова оцінка з дисципліни.

Академічні успіхи студента визначаються за допомогою системи оцінювання, що використовується у ПУЕТ з обов'язковим переведенням оцінок до національної шкали та шкали ECTS в такому порядку:

Таблиця відповідності результатів контролю знань за різними шкалами і критерії оцінювання

Сума балів за 100-бальною шкалою	Оцінка в ECTS	Значення оцінки ECTS	Критерії оцінювання	Рівень компетентості	Оцінка за національною шкалою	
					екзамен	залік
90-100	A	відмінно	Студент виявляє особливі творчі здібності, вміє самостійно здобувати знання, без допомоги викладача знаходить та опрацьовує необхідну інформацію, вміє використовувати набуті знання і вміння для прийняття рішень у нестандартних ситуаціях, переконливо аргументує відповіді, самостійно розкриває власні обдарування і нахили	Високий (творчий)	відмінно	зараховано
82-89	B	дуже добре	Студент вільно володіє вивченим обсягом матеріалу, застосовує його на практиці, вільно розв'язує вправи і задачі у стандартних ситуаціях, самостійно виправляє допущені помилки, кількість яких незначна	Достатній (конструктивно-варіативний)	добре	
74-81	C	добре	Студент вміє зіставляти, узагальнювати, систематизувати інформацію під керівництвом викладача; в цілому самостійно застосовувати її на практиці; контролювати власну діяльність; виправляти помилки, серед яких є суттєві, добирати аргументи для підтвердження думок			
64-73	D	задовільно	Студент відтворює значну частину теоретичного матеріалу, виявляє знання і	Середній (репродук-	задовільно	

			розуміння основних положень; з допомогою викладача може аналізувати навчальний матеріал, виправляти помилки, серед яких є значна кількість суттєвих	тивний)		
60-63	E	достатньо	Студент володіє навчальним матеріалом на рівні, вищому за початковий, значну частину його відтворює на репродуктивному рівні			
35-59	FX	незадовільно з можливістю повторного складання семестрового контролю	Студент володіє матеріалом на рівні окремих фрагментів, що становлять незначну частину навчального матеріалу	Низький (ецептично-продуктивний)	незадовільно	не заархівовано
1-34	F	незадовільно з обов'язковим повторним вивченням залікового кредиту	Студент володіє матеріалом на рівні елементарного розпізнання і відтворення окремих фактів, елементів, об'єктів			

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